

The NATIONAL UNDERWRITER

Life Insurance Edition



Rome wasn't built in a day

neither was the Massachusetts Mutual!

We have come to rank as one of the oldest and strongest life insurance companies in America, and we recognize that this has been possible through Home Office and Field teamwork for almost a century.

As our 100th Anniversary approaches and we prepare to embark upon our Second Century of Service, we salute both our own Field Force and those Brokers and Surplus Writers who have given us such splendid business.

As you* audit, program or otherwise coordinate your clients' life insurance estates, we invite you to make use of our Company's flexible contracts such as, in the Ordinary Department alone . . .

DISABILITY

Waiver and \$10.00 monthly disability income plus maturity of policy as endowment under certain circumstances.

CONVERSION

Unusual conversion privilege in Ordinary Life policy of apportioning cost to change over remaining premium paying period without making lump sum payment at date of change.

MORTGAGE RETIREMENT

Low cost rider, patterned to fit reducing mortgage balance on 10, 15 and 20 year FHA-type mortgages.

Massachusetts Mutual
ORGANIZED 1851

LIFE INSURANCE COMPANY
SPRINGFIELD, MASSACHUSETTS

*From full-time representatives of other life companies we invite surplus and special business not acceptable to their companies.

FRIDAY, JULY 27, 1951

HOLIDAY TIME

HOLIDAY

IS ACCIDENT TIME

So... You're Taking a Vacation...

HOLIDAY IN MICHIGAN

So... You're Taking a Vacation...

... so Connecticut General

- 1 runs a color ad in **HOLIDAY** to reach 800,000 upper-income families —
- 2 provides colorful folders for you to send to your own prospects and policyholders —
- 3 provides superior A & H contracts including Family Accident Protection Plan, 2-Year income under health protection, and Daily Hospital Benefit for 365 Days.

Are you selling your clients A & H?

... if you don't, someone else will!

Call your nearest
C-G Office for
full details

CONNECTICUT GENERAL
LIFE INSURANCE COMPANY
HARTFORD, CONNECTICUT

GLOBE LIFE INSURANCE COMPANY
OF ILLINOIS

Attractive Agency Contracts

COMPLETE LIFE INSURANCE
COVERAGES — AGES 0-60

For Particulars Write Home Office

159 North Dearborn St., Chicago 1, Illinois

WILLIAM J. ALEXANDER, PRESIDENT

MR. AGENT ...



Illustration shown is Cover Page of one of our Sales Pieces which won "Award of Excellence" Life Insurance Advertisers Assn. It's a hard-hitting visual savings plan presentation.

Perhaps Pan-American Life Insurance Company can help you solve the "It's in Your Life." You will find that Pan-American Representatives are armed with competitive merchandise, flexible underwriting, invaluable sales aids ... all of which enhance your chance of success. What's more, our carefully-chosen representative's desire-to-succeed is intensified by a plan of compensation which furnishes greater benefits to those who do an outstanding job—A Career Contract.

CRAWFORD H. ELLIS
President

EDWARD G. SIMMONS
Executive Vice-President

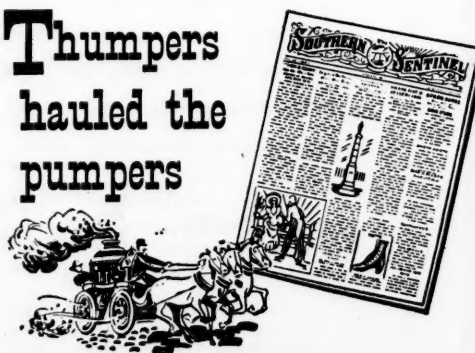
KENNETH D. HAMER
Vice-President & Agency Director



For Information, Address:
CHARLES J. MESMAN
Superintendent of Agencies

PAN-AMERICAN
LIFE INSURANCE CO.
NEW ORLEANS, U. S. A.

Thumpers
hailed the
pumpers



Hoof-thumping horses hauled smoke-belching pumpers to fires back in 1891, the year **LIFE** of **GEORGIA** was founded. You'll enjoy hair-raising tales of that era in "The Southern Sentinel," nostalgic newspaper published to commemorate our 60th Anniversary. Write us for a copy.

LIFE Insurance Company
of GEORGIA
THE OLD RELIABLE • SINCE 1891
HOME OFFICE — ATLANTA

First Six Month Sales 4% Ahead; Ordinary Up 8%

Industrial, Group Decreased Slightly; June Total Lower

Total life insurance sales for the first half of 1951 were 4% ahead of the first half of 1950. Ordinary life sales were up 8%. Industrial decreased 2% and group life decreased 1% during the first six months.

June sales were a fraction under June, 1950. Ordinary life sales during June rose 4%, industrial sales increased 5% and new group sales decreased 21%.

Total sales for the first six months amounted to \$13,893,000,000, of which ordinary life accounted for \$8,717,000,000, industrial was \$2,751,000,000 and group amounted to \$2,425,000,000.

Among the large cities, St. Louis during June showed the greatest rate of increase in ordinary sales with a gain of 25%. Detroit was second with a 18% gain. Cleveland led for the six months with a gain of 29%.

The figures for the leading cities, June increase given first, were: Boston 11%, 10%; Chicago 10%, 18%; Cleveland 9%, 20%; Detroit 18%, 15%; Los Angeles 6%, 11%; New York 7%, 10%; Philadelphia 7%, 12%, and St. Louis 25%, 6%.

Among the states, New Hampshire led with an increase of 20% in the first six months. Arizona showed an 18% rise.

North Dakota led with an 18% gain during June, followed by New Jersey, 15% and Rhode Island, 14%.

10% Lid on Group May Be Loosened

WASHINGTON — Indication that moves are under way by the wage stabilization board to free employee benefit plans from inclusion within the 10% pay ceiling is seen in an announcement by the board that it is considering a new regulation in this regard. A recent regulation allowed employers to grant such fringe benefits as paid vacations without reference to the ceiling, and the group insurance people have taken some heart at the understanding that the economic stabilization director is pushing for a similar arrangement regarding group insurance and pensions.

The board has specified that its latest regulation allowing paid vacations does not apply to benefit plans. Stabilizer Johnston has indicated that they might be exempt from the ceiling if shown to be non-inflationary. The life companies have been vigorously contending that they are in the non-inflationary category.

Thompson Assistant Actuary

John S. Thompson, Jr., has been promoted to assistant actuary of New York Life. He recently passed his final examinations to become a fellow of Society of Actuaries. His father is president of Mutual Benefit Life.

Willingness to Save Not Impaired by Mass Coverages

MILWAUKEE — Apparently the present temper of the public is not to regard social security, private pension plans and group life insurance as limiting factors in respect to their own personal savings programs.

This was the conclusion reached at the result of an opinion and attitude survey made by the survey research center of University of Michigan's institute of social research for Northwestern Mutual Life and reported on by President Edmund Fitzgerald at the annual convention of its field forces here this week.

In planning the survey, stress was laid on finding out insofar as possible what effects might be expected upon personal and private purchases of life insurance from such developments as increasing social security benefits, private pension plans, and group life insurance. About two-thirds of the policyholders surveyed were covered by social security or a private pension plan or both. They were asked, "Does the fact that you are covered by a pension plan or social security make any difference in your plans to save money in other ways?"

Results on Group

More than 80% of the Northwestern policyholders and a control group of other policyholders indicated that their plans would not be influenced. Similarly, of those covered by group life insurance—about one-third of the total—when asked: "Has the fact that you have some group insurance influenced you in deciding how much life insurance to buy?" Eighty per cent of them likewise said no. As a result of this and other tests in the survey the researchers said the statement can definitely be made that as of now, at least, people, generally speaking, do not relate in their minds social security, private pensions, and group life insurance as limiting factors in respect to their own personal savings programs.

"None of us would argue for a moment that soundings taken today will inevitably be valid for charting our course tomorrow, or the day after tomorrow," said Mr. Fitzgerald. "But we are charting our course today and we have in mind our past success as the preferred risk company confining its market to carefully selected individual risks. We believe all available current evidence supports very strongly our present conviction that this course, this type of market, will continue to provide material for a healthy volume of business and a healthy and prosperous agency force. In this connection you will be very interested, too, I think, in the following additional statements which can be made on the basis of our survey:"

"Overwhelmingly Favorable"

1. Your policyholders are overwhelmingly favorable toward the life insurance business.
2. They consider the insurance agent a friend and a reliable source of information.
3. In the main they feel that life insurance is not only good for family protection in event of death but is also a good place for their savings.
4. A negligible number of them feel that they have too much life insurance, a little over half think that right now they have about the right amount, and over one-third feel their present protection is inadequate. "In other words, plenty of your present customers expect to be coming back for more."

Direct Payment of Weekly Premiums Tax-Free in Mass.

The supreme judicial court of Massachusetts has held that the percentage of the premium returned to industrial weekly premium policyholders who pay their premiums direct to one of the company's offices is not subject to the state premium tax in Massachusetts. The case was that of the commissioner of corporations and taxation against Metropolitan Life.

The industrial weekly premium life policies issued by Metropolitan provide that if a policyholder pays premiums at one of the company's offices continuously for one year without default beyond the grace period, the company will at the end of that year refund 10% of the 52 weeks' premiums so paid.

VA Pares 65 Insurance Officers

WASHINGTON — On advice of the budget bureau the veterans administration has abolished the jobs of 65 insurance directors or officers in VA regional offices throughout the country. Budget decided they were not necessary. Including secretarial and clerical help of the insurance officers, about 130 persons are affected by the abolition order.

A VA spokesman acknowledged that an important factor behind the decision is the substitution of gratuitous indemnity protection for servicemen, except in limited areas recognized by the new law.

Considered Information Officials

The spokesman explained that the regional insurance directors have acted principally as information officials. They were set up by Gen. Omar Bradley, when VA administrator, who expected a flood of NSLI inquiries and other matters. For several years, however, the volume of insurance work in regional offices has been on the decline, and the 13 VA district offices have been handling most of it.

Under the new plan contact officers in the regional offices are taking over information work, while the district offices will carry on the operational work.

Under the gratuitous indemnity law, the VA spokesman said, there will be a lot less NSLI and USGLI work to be done. The spokesman denied VA had ever regarded its regional insurance officers as the keystone of VA's agency system. He indicated most of the insurance directors and their clerical staff will probably be absorbed into other branches of VA work.

Ia. Takes Tough Stand on A. & H.

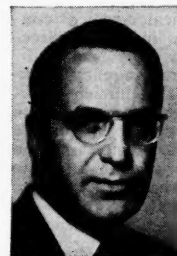
DES MOINES.—The Iowa department has ruled that all new policy forms for individual A. & H. must comply to the new uniform standard provisions law which became effective July 4. Policies approved prior to July will be good for five years if the LC-90 endorsement is attached. The department obtained an opinion from Attorney General Larson that only those forms approved could be used with the LC-90 endorsement. This is a serious blow to the insurers who have been insisting that part and parcel of their cooperation in furthering the standard provisions program was the understanding that for five years new policies might be filed under the old standard provisions law.

Northwestern Mutual Shows Gain for First Six Months

Agents' Convention at Milwaukee Gets Reports from Top Executives

MILWAUKEE — Sales of Northwestern Mutual Life continued at a satisfactory level during the first six months of 1951 and were slightly above those of last year. President Edmund Fitzgerald reported at the annual trustees' meeting here Wednesday afternoon that sales for the first half amounted to \$214,661,000, and insurance in force reached \$6,435,642,000 on 1,426,740 policies, as of June 30.

"Deaths of Northwestern Mutual policyholders in military service have shown an increase in recent weeks" Mr. Fitzgerald said.



E. Fitzgerald



Grant L. Hill

gald said. "Up to mid-July, the company had received claims on 44 lives, totalling \$140,000. Of these, 24 were received in the last four weeks. Slightly more than half were Korean battle casualties, the remainder being deaths from accidents, illness, etc., of men in service. However, military deaths continue to be only a small fraction of the company's total death claims."

For the first six months, disbursements included death benefits of \$34,157,000 paid on 8,024 policies. Policyholders and beneficiaries received a total of \$75,722,000, and an additional \$21,504,000 was distributed to beneficiaries from funds left with the company to be paid out under income plans of settlement.

Total disbursements for the first half were \$119,908,000, and also included \$5,118,000 in taxes and \$19,382,000 in dividends to policyholders.

Total income for the period was \$195,730,000, and consisted principally of \$118,082,000 in premiums, and \$43,732,000 in interest and other investment earnings.

Investment Trends

The mortgage loan account has reached a new all-time high of \$532 million on 54,327 loans, Mr. Fitzgerald reported. Residence loans make up more than 60% of the account, with a total of \$335,750,000 in 47,784 individual loans. He said activity in the securities investment field continues moderate, and the only sizable increase is shown by industrial and miscellaneous bonds. These, Mr. Fitzgerald said, "increased \$24 million to a total of \$313 million at the end of June. New securities investments were made at yields

(CONTINUED ON PAGE 15)

U. S. Chamber Raps Administration War Damage Proposal

WASHINGTON—The U. S. Chamber of Commerce has told Congress that the administration's proposed war damage indemnity legislation completely abandons insurance principles and establishes instead a new system of government money handouts.

Under the administration plan, as embodied in S. 1848, the chamber said, the government would set up a direct system of payment to all citizens who suffer damage to property, loss of personal income, injury or death as a result of enemy attack.

The chamber listed these five points with reference to administration recommendations in a letter to the Senate banking subcommittee on securities, insurance and banking:

"1. The system of income payments and 'assistance,' including cash payments and loans, would inaugurate another new system of money handouts which would be difficult to administer and would be almost impossible to terminate.

"2. The cost of such payments could not be estimated in advance.

"3. The system would disregard and overlap protection now provided by insurance companies for loss of life, disability, income loss and medical care. Any sound approach to the problem must effectively recognize the insurance protection of more than 80 million life insurance policyholders, 75 million persons insured for hospital care, 48 million persons holding surgical service contracts and 20 million income protection plans.

"4. The new federal agency contemplated would lack the efficiency experience available in existing insurance facilities. For the agency to undertake through the states to ascertain the insurance values and insurable interests of all real and personal property in the United States, 'immediately' upon its organization, would be a stupendous task comparable to the taking of a census of population.

"5. The imposition of a moratorium on insurance policy payments would implement a program for substituting a federal aid system for the service of private insurance carriers."

The chamber letter was sent in response to a suggestion from Subcommittee Chairman Frear that those previously testifying on this subject might now submit further comments.

Schoonmaker Heads A. & H. Department of Berkshire

Berkshire Life has appointed Robert S. Schoonmaker, Jr., secretary of the A. & H. department. Mr. Schoonmaker entered the business in 1936 with Provident Mutual Life at Philadelphia. In 1939 he joined Employers Liability as A. & H. special agent in eastern Pennsylvania, southern New Jersey and Delaware. He went with Globe Indemnity in 1941 as A. & H. superintendent at Philadelphia.

After a period in war work, Mr. Schoonmaker opened an agency at Amherst, Mass. In 1948, he was appointed superintendent of the A. & H. department of Peerless Casualty.

Mr. Schoonmaker is president-elect of New Hampshire Assn. of A. & H. Underwriters. He is past president of A. & H. Assn. of Philadelphia.

Canada Life has opened a Seattle branch with George C. Harrison in charge.

Televis Institute Movie on Aug. 9

A television showing of the insurance film, "Sharing Economic Risks," will be made over 16 stations on the NBC television network on Aug. 9. The 10-minute film explains the nature of economic risks for families.

The presentation will be part of a series called "America Speaks" and will run from 3:30 to 3:45 p.m., eastern daylight saving time. It will be televised on the following stations: WNBC, New York City; WSUR, Syracuse; WNBC, Binghamton, N. Y.; WPTZ, Philadelphia; WDEL, Wilmington, Del.; WBAL, Baltimore; WBIC, Birmingham, Ala.; WNBK, Cleveland; WNEV, Louisville; WNBQ, Chicago; WLAV, Grand Rapids, Mich.; WNCT, Memphis; WKSTP, St. Paul; WKTU, Utica, N. Y.; WNSB, Atlanta, and WSPD, Toledo.

It is anticipated that agencies and associations will inform their members and clients of the showing which will reach a potential of more than 4,000,000 viewers.

Jeff. Standard H. O. Shifts

Jefferson Standard Life has elected George K. Cavanaugh treasurer to succeed H. P. Leak, who retired July 1. John Van Lindley, already a director has been named a vice-president. Michaux Cox, assistant treasurer, was named an assistant manager of the securities department, as was Roger Soles of that department.

Mr. Cavanaugh has been with the company since 1938 and will serve as treasurer in addition to his present posts as vice-president and manager of the securities department and a member of the finance committee.

Companies Not Using Full Power of Claim Stories, Testimonials, L.A.A. Says

Life companies generally are failing to use the full power of claims stories and testimonial material to promote sales, conserve business and broaden public understanding of life insurance functions. Such is the conclusion drawn from a survey by Life Insurance Advertisers Assn. in the United States and Canada.

Piloted by H. Dixon Trueblood, director of advertising of Occidental Life of California, the survey consisted of a seven-page questionnaire and resulted in a 30-page analysis. Replies were received from 91 companies, or 45% of the 190 queried. The limited effort in this field is suggested by the fact that a number of companies did not complete answers to all questions, yet many expressed considerable interest in what the industry is doing as a whole.

In the words of the report, "Our inactivity seems more a result of inertia and failure to survey the possibilities. Only a handful of companies said pointedly, or showed indirectly, that it is against company policy to use claims and testimonials."

Benefit Payments Most Effective

The survey feels that the limited use being made of available material is surprising. Since they are selling an intangible, the companies do not have a product to display before the potential buyer. The payment of benefits represents a service performed and is the nearest thing to a tangible. "Proof-of-the- pudding" advertising is considered by many the most effective type, and the claim files of the companies are a treasure trove of human interest material illustrating why people buy life insurance and how it performs.

Main uses of claims and testimonials, with the number of companies employ-

ing each method, are: Sales promotion, 64; agent motivation, 63; conservation, 32; recruiting, 30; advertising, 29.

Extent to which these activities are a fixed policy with companies: Fixed policy, 33; casual operation, 29; only when spectacular case crosses horizon, 11; no policy at all, 10.

What companies seek to illustrate in presenting material: Early death claims, 55; speedy claim settlement, 51; how specific needs may be covered, 48; how specific plans work in actual cases, 46; agent's services as adviser, 46; other aspects of service, 18.

Companies using material put it out in all forms and use all manner of media, including general and trade advertising.

Difficulties encountered perhaps offer one of the answers to the lack of activity. They include: Reluctance of claimants, claims or legal departments; delay in securing material, photos or authority to use; problem of using real or fictitious names, initials, etc.; correcting or re-writing; best time to secure material; claimants who change their minds; paying for releases; providing photostats of checks, etc., for agents, and whether or not to charge for them; promoting use and checking material; budget; dangers.

Companies report the most popular and effective promotions as far as agents are concerned are: Photostatic copies of claim checks, 18; reproductions of testimonial letters, 15; claims stories in company magazine, 10; claims lists, 6; press publicity or photos, 5.

Companies reporting general results were: Actually close sales, 42; broaden public understanding, 30; conserve business, 28; recruit agents, 16.

Other results listed were: Promoted speedy claim service, motivated agent, built agent's prestige, softened up ground for the agent's follow-up, made company and name of agent known in community.

A number of companies submitted samples of work done in this field and some of these were described or illustrated in the survey.

Occidental Holds Four-Day Group Seminar in Colorado

Occidental Life of California held a four-day group seminar at Colorado Springs with 44 men from the United States and Canada attending. Home office executives on hand included President H. W. Brower, V. H. Jenkins, vice-chairman; J. P. Dandy, group vice-president; William B. Stannard, vice-president, and E. S. Jensen, assistant vice-president.

In his welcoming address, President Brower said the group field man is in an important position today in helping the country combat inflation, and that group insurance is of increasing value in the nation's economy. He declared that premiums paid for fringe benefits act as a brake in the inflationary spiral by diverting money from the natural circulation of inflationary spending.

In line with the keynote of the seminar, "Service to the Policyholder," speakers stressed the value of regular service calls and resolicitations, and reports of appreciation were made by several group policyholders. An illustrated talk on a simplified approach to unreported claims reserves was given by H. R. A. McCorkle, group actuary, who also analyzed the experience of group disability coverages.

Business trends and the outlook for the future, including federal rulings relating to premiums and wage controls, were discussed by J. A. Llewellyn, assistant secretary. Don Lee Hartman, assistant secretary, and R. J. Martin, chief group underwriter, dealt with the special underwriting problems of defense industries. The seminar was organized on discussion lines with all members of the field staff participating.



COMMONWEALTH HITS A TRIPLE!

Right on the heels of an Institute of Life Insurance report that U. S. life insurance ownership had doubled in the past decade . . . Commonwealth proudly announces a brand new batting championship. *We have tripled our life insurance in force in one decade!*

All of us in life insurance realize that we have emerged from a precedent-shattering decade and entered another ten year period which will probably make 1941-51 look like the minor leagues.

Attesting Commonwealth's remarkable growth and clear promise for the future is this fact—it took the company, now in its 46th year, the first 40 years of operation to attain the first quarter-billion of insurance in force, *only the past 6 years to attain the second quarter-billion!*

MORE THAN A HALF BILLION DOLLARS
INSURANCE IN FORCE—JUNE 1, 1951



COMMONWEALTH
Life Insurance Company

HOME OFFICE • LOUISVILLE, KY.



R. S. Schoonmaker

Pedagogical Pooling

Governance Reins Against

TORONTO

panies would atomic warfare by the of companies to indicate given to the manager a denial of indicated subject of on the life avoided in. According to the realistic. life insurance and something more warfare the entirely up. This is a movement atomic bomb selves for grounds the intervention. Mr. Ped understand the interference compatible its function national dis

"Unsentimental"

He continued of sentiment actuary is opinion free through an relating to show that t num is absolute. An that a mor business in wipe out the surplus of panies with dollars at the companies, He examined for Canadian a loss of 15 death rate v He observed that in the values would needs little would happen thing arose tional catastrophe of two he declared. panies excluded their policies as government. According to that without cepted the reinsuring the fare.

Concentration

Mr. Pedagogical above normal death rate would mean the life insurance that 10 per cent means only a company and in a relative an urban area they consider disaster because minor amount they cannot the problem,

Pedoe Terms Bomb Pooling "Futile"

Government Alone Can Reinsure Companies Against Atom Warfare

TORONTO—The life insurance companies will be powerless to withstand atomic warfare losses without reinsurance by the government and discussions of company pooling are valuable only to indicate that some thought is being given to the problem, Arthur Pedoe, life manager and actuary for Canada of Prudential of England, declared here. He indicated that, to his knowledge, the subject of the effect of atomic warfare on the life business has been carefully avoided in recent years.

According to Mr. Pedoe, any statements by life officials that the industry can act without the government are unrealistic. The dollars payable under a life insurance policy are claims to property and services and cannot mean anything more, and in times of atomic warfare these claims rest absolutely and entirely upon the government, he said. This is why he considers futile any movement by companies to cover the atomic bomb hazard by grouping themselves for mutual protection on the grounds that they thereby prevent the intervention of the government.

Mr. Pedoe commented, "I fail to understand this abhorrence of government interference. Why is free enterprise incompatible with a government fulfilling its function and obligations in a time of national disaster?"

"Unsentimental" Analysis

He continued, "There is a great deal of sentimentality in our business, but the actuary is generally relied upon to give opinion free from such gloss. A glance through any of the usual reference books relating to life insurance companies will show that the normal death rate per annum is about 5 per 1,000 business in force. An examination of surplus shows that a mortality ratio of 20 per 1,000 business in force above normal would wipe out the combined capital and gross surplus of 12 of the leading U.S. companies with in force exceeding a billion dollars at the end of 1949. For smaller companies, 10 per 1,000 would suffice."

He examined the corresponding figures for Canadian companies and found that a loss of 15 per 1,000 above the normal death rate would wipe out all surpluses. He observed that these figures assume that in the event of a catastrophe asset values would remain unimpaired. "It needs little imagination to realize what would happen to asset values if anything arose remotely approaching a national catastrophe such as the destruction of two or three of our larger cities," he declared. It means little if all companies exclude all war hazards from their policies, subject to such payments as government authorities might decide. According to the speaker the position is that without knowing it or having accepted the obligation, governments are reinsuring the losses due to atomic warfare.

Concentration Fallacies

Mr. Pedoe stated that death losses above normal of 10 per 1,000 or a total death rate of three times the normal would mean insolvency to a large part of the life insurance industry. He indicated that 10 per 1,000 additional death claims means only \$10 million in a billion dollar company and that this is the exposure in a relatively minor branch office in an urban area. "When companies state they consider themselves immune from disaster because they have a relatively minor amount of concentrated business, they cannot have given much thought to the problem," he concluded.

Chicago Assn. Backs Davidson as Trustee

Chicago Assn. of Life Underwriters has thrown the hat of its new president, William D. Davidson, Equitable Society, into the ring as a candidate for trustee of the National Assn. of Life Underwriters. The Chicago directors unanimously endorsed him.

Mr. Davidson has long been an organization worker, serving on the board of the Chicago C.L.U. and the Illinois association, of which he is currently a member of the finance committee. He is president of the Equitable Society C.L.U. He has been on several Million Dollar Round Table committees and is a member of the N.A.L.U. agents' committee.

Mr. Davidson has been in the business with Equitable Society at Chicago since his graduation from Northwestern University in 1932. He is a life and qualifying member of M.D.R.T. and has qualified for eight consecutive years. He has been a C.L.U. since 1940.

He was appointed an assistant manager in 1940 and in 1948 became an associate manager of Equitable Society.



W. D. Davidson

Eric Johnson Is Vice-President of Colonial Life

Eric G. Johnson has been elected vice-president of Colonial Life. Mr. Johnson

was formerly vice-president of Penn Mutual. With the assistance of William H. Fissell, superintendent of ordinary agencies, he will undertake a broader development of Colonial's general agency building program which was begun the past year.

After graduation from the University of Pittsburgh, Mr. Johnson entered life insurance in 1926 as an agent for Connecticut Mutual at New Haven. He then went to Pittsburgh for Penn Mutual. He was advanced to supervisor, and then became associate general agent with his brother, Holgar Johnson, in 1932. In 1939, when Holgar became president of Institute of Life Insurance, he was appointed general agent.

Succeeded A. E. Patterson

Mr. Johnson was elected a vice-president of Penn Mutual in 1941 to succeed the late Alexander E. Patterson, when the latter resigned to become executive vice-president of Mutual Life. He served in the army as a lieutenant colonel, returning to Penn Mutual in 1945.

Mr. Johnson is past president of Pittsburgh Life Supervisors Club and Pittsburgh Assn. of Life Underwriters and past vice-president of the Pennsylvania association.



E. G. Johnson

Women's Programs for N.A.L.U. Annual

The programs for all of the women's activities at the annual meeting of National Assn. of Life Underwriters at Los Angeles, Sept. 17-21 have been completed. Elsie Doyle, Cincinnati, is chairman of the women underwriters group, and Norma Wasson Bard, Los Angeles, chairman Women's Quarter Million Dollar Round Table.

The WQMDRT reception and dinner Tuesday evening, Sept. 18, will have as its featured speaker D. Gordon Hunter, vice-president of Phoenix Mutual. It will meet again the following day for luncheon and a question-and-answer forum.

The panel for that session will include Ruth M. Kelley, Manhattan Life, Detroit; Hazel Herrmeyer, Penn Mutual, Minneapolis; Mary Kidder Stuart, Franklin Life, College Town, Pa.; Eunice C. Bush, Mutual Life, Baton Rouge, N.A.L.U. trustee; Susan Bozung, Occidental, Los Angeles; Cora E. Hartwig, Connecticut Mutual, Los Angeles; Ouida N. Cox, Kansas City Life, Phoenix, and Madeleine Borough, Manhattan Life, Los Angeles. Mary LaBella, Manhattan Life, Los Angeles, will be moderator.

Speakers for the women underwriters' luncheon Thursday, Sept. 20, will be Nell F. Burns, New England Mutual; Eve Byron Wyatt, New York Life, San Francisco, and Irene Dunne, one of Hollywood's most consistently popular screen stars, who will talk on "A Career Woman's Responsibility to Her Community."

Featured speaker at the Life Underwriter Training Council luncheon Wednesday, Sept. 19, will be Dr. Arthur G. Coons, president of Occidental College at Los Angeles, a distinguished educator and economist.

Time Table for NALU Meeting at Los Angeles

Saturday, Sept. 15	
9:30 a.m.	N.A.L.U. board of trustees (all day)
Monday, Sept. 17	
9:30 a.m.	American Society of C.L.U. directors (all day)
10 a.m.	N.A.L.U. committee meetings (throughout day)
4 p.m.	N.A.L.U. board of trustees
Tuesday, Sept. 18	
9:30 a.m.	Meeting of the national council (all day)
12:15 p.m.	Wheelhorse luncheon
2 p.m.	American College trustees dinner
6:30 p.m.	American College trustees' dinner
Wednesday, Sept. 19	
8:15 a.m.	American Society of C.L.U. breakfast
9:15 a.m.	General convention session American Society of C.L.U. directors (all day)
12:15 p.m.	Women's Quarter Million Dollar Round Table luncheon and round table discussion Life Underwriter Training Council luncheon
Afternoon open for relaxation and recreation	
6:30 p.m.	American College and American Society of C.L.U. dinner and conferment exercises
Thursday, Sept. 20	
9 a.m.	Executive secretaries (all day)
9:15 a.m.	National sales seminar Meeting of general agents and managers
12:15 p.m.	General agents' and managers' luncheon Women underwriters' luncheon
2:30 p.m.	Meeting of the national council Convention business session American Society C.L.U. seminar on chapter activities
6 p.m.	Company dinners
10 p.m.	President's reception and ball
Friday, Sept. 21	
9:15 a.m.	General convention session
1 p.m.	Fellowship luncheon
Saturday, Sept. 22	
9:30 a.m.	N.A.L.U. board of trustees

Collegians as Centers

William F. Lee, CLU, of the Penn Mutual's Home Office Agency, Philadelphia:—

"College students are fine prospects and unusually good clients. They are the ones who should support my business five, ten, or fifteen years from now. College students are good centers of influence. Upon graduation they are apt to work with large organizations such as General Electric, Bell Telephone, DuPont, and Westinghouse. If they are clients of ours, and we take good care of them, they will not hesitate to introduce us to other young fellows with whom they are now working.

"One of my best nests arose from students who were working with an electric company. Some eight or ten of them got together and rented a big house in the suburbs. Over the course of the past ten years there have been at least forty men in and out of that house. I have done business with twenty-five of them. Last year I wrote twenty cases for \$385,000 in this market."

THE PENN MUTUAL LIFE INSURANCE CO.

MALCOLM ADAM

President

INDEPENDENCE SQUARE, PHILADELPHIA

K. C. Life Little Affected

Kansas City Life reports that its home office, its downtown office, its personnel and their property—even its investments—were little affected by the flood there. Business was on a limited basis for a few days but is now back on regular schedule.

ACTUARIES

CALIFORNIA

COATES, HERFURTH & ENGLAND
CONSULTING ACTUARIES

San Francisco Denver Los Angeles

ILLINOIS

CARL A. TIFFANY & CO.
CONSULTING ACTUARIES

211 West Wacker Drive
CHICAGO 6
Telephone FRanklin 2-2533

Harry S. Tressel & Associates

Certified Public Accountants
and Actuaries

10 S. La Salle St., Chicago 3, Illinois
Telephone FRanklin 2-4629

Harry S. Tressel, M.A.I.A. Wm. H. Gillette, O.P.A.
M. Wolfman, F.S.A. W. P. Kelly
H. A. Massovitch, A.S.A. Robert Murray
W. M. Bartholomew, C.P.A.

INDIANA & NEBRASKA

Haight, Davis & Haight, Inc.

Consulting Actuaries

ARTHUR M. HAIGHT, President
Indianapolis — Omaha

MICHIGAN

ALVIN BORCHARDT

Consulting Actuaries

76 West Adams, Detroit 26, Michigan
Phone CADillac 9515

NEW YORK

Consulting Actuaries
Auditors and Accountants

Wolfe, Corcoran and Linder

110 John Street New York, N. Y.

PENNSYLVANIA

FRANK M. SPEAKMAN

CONSULTING ACTUARY

ASSOCIATE

E. P. Higgins

THE BOURSE

PHILADELPHIA

VIRGINIA & GEORGIA

BOWLES, ANDREWS & TOWNE

Employee Benefit Plans

RICHMOND

ATLANTA

Consulting Actuaries

Group Disability Premiums Top Life First Time in Record Year

The annual survey by Life Insurance Assn. shows that 1950 was the greatest year of growth in group insurance history and the first year in which group A. & H. premiums were greater than group life premiums.

There was a record total of \$1,863,000,000 premiums paid for all types of group protection in the United States.

Greatest gains were made in 1950 on the disability side. Protection against sickness and accident accounted for \$629,000,000 in premiums. Group disability premiums have nearly tripled in five years.

Each of the disability coverages led in some respect. Group A. & H. weekly indemnity protection was first in premium volume; group hospital led in total number of persons covered; group surgical showed the greatest increase in number of persons added; group medical showed the largest percentage gain in the year. The survey covered the U. S. business of all life, A. & H. and casualty companies.

At the start of this year, the survey shows, the weekly indemnity plans covered 15,100,000 persons, an increase

of 4,800,000 during the last year and of 9,200,000 for the last five years. The year-end total of weekly indemnity provided by outstanding policies was \$365,000,000. The advent of the New York disability benefits law during the year brought many new groups under this form of coverage.

Group hospital expense plans at the start of the year covered 10,100,000 employees and 12,200,000 dependents, a total of 22,300,000, compared with 7,800,000 five years ago.

Group surgical expense plans included 10,300,000 employees and 10,900,000 dependents, a total of 21,200,000. This was a gain of 15,700,000 persons in five years.

Group medical expense coverage had been extended to 3,400,000 employees and 2,200,000 dependents by Jan. 1, a total of 5,600,000 persons brought under these plans almost entirely within the past five years.

The accidental death and dismemberment group plans covered 8,100,000 persons for an aggregate coverage of \$16,217,000,000.

Group life insurance also had its

greatest year of development in 1950 with an increase of 2,200,000 persons covered and a rise of \$7,760,000,000 in aggregate protection outstanding.

LIFE RECORD

At the start of this year, group life in force in the U. S. totaled \$47,762,000,000, covering 19,300,000 persons under 56,000 master contracts. The comparable figures five years before had been \$22,427,000,000 of protection, 11,300,000 persons covered and 30,000 master contracts.

In addition to this group life, \$3,148,000,000 of group creditor's life insurance was in force at the start of the year. This covered the unpaid balances of loans made to 8,600,000 persons by banks, mortgage firms or other lenders. The growth of this type of coverage is shown by comparison with the 1945 figures of \$235,000,000 of insurance on 3,200,000 persons.

Wholesale life insurance is shown to

(CONTINUED ON PAGE 16)

GROUP INSURANCE AND GROUP ANNUITY COVERAGE — CONTINENTAL UNITED STATES BUSINESS — 1949 AND 1950

All Life, Accident and Health, and Casualty Insurance Companies

Estimated by the Life Insurance Association of America from data contributed by 295 United States and Canadian insurance companies

Kind of Coverage	Year	New Business Issued During Year			Total in Force December 31			Premiums and Considerations During Year
		Number of Master Policies	Number of Individuals Covered	Total Amount of Coverage	Number of Master Policies	Number of Individuals Covered	Total Amount of Coverage	
Group Life (not including Group Creditor's Life or Wholesale Life) Employee Coverage	1950	8,590	2,501,000	\$6,029,700,000	55,840	19,006,000	\$47,638,400,000	\$527,400,000
	1949	*7,770	*1,268,000	*2,866,100,000	*51,340	*16,983,000	*39,944,300,000	*460,800,000
Dependent Coverage	1950	120	91,000	58,300,000	370	249,000	123,500,000	700,000
	1949	110	40,000	19,600,000	250	119,000	58,200,000	300,000
Group Creditor's Life	1950	2,460	2,425,000	1,117,900,000	10,230	8,572,000	3,148,500,000	21,200,000
	1949	1,820	1,500,000	642,800,000	9,230	6,015,000	2,054,300,000	18,000,000
Wholesale Life	1950	Units 2,490	32,000	71,100,000	Units 31,070	292,000	568,500,000	10,000,000
	1949	*3,080	*39,000	*85,500,000	*31,660	*304,000	*574,700,000	*9,700,000

Group Annuities	1950	300	111,000	Annual Income 7,900,000	2,660	2,146,000	Annual Income 610,800,000	674,600,000
	1949	170	51,000	6,100,000	2,340	*1,914,000	508,200,000	517,500,000

Group Accident and Health (Weekly Indemnity)	1950	118,920	4,776,000	Weekly Indemnity 131,300,000	175,780	15,104,000	Weekly Indemnity 365,100,000	272,300,000
	1949	26,060	1,685,000	45,500,000	66,400	10,260,000	228,400,000	202,100,000
Group Hospital Expense Employee Coverage	1950	12,640	2,013,000	Daily Benefit 18,900,000	51,800	10,057,000	Daily Benefit 68,000,000	97,400,000
	1949	9,530	1,150,000	9,000,000	*44,760	8,500,000	50,400,000	74,800,000
Dependent Coverage	1950	11,340	3,148,000	Daily Benefit 24,100,000	40,900	12,248,000	Daily Benefit 74,300,000	103,600,000
	1949	7,560	1,641,000	12,000,000	*31,850	9,197,000	52,600,000	71,700,000
Group Surgical Expense Employee Coverage	1950	13,570	2,333,000	Maximum Surgical Benefit 489,400,000	53,560	10,309,000	Maximum Surgical Benefit 1,809,300,000	55,000,000
	1949	9,230	1,204,000	216,500,000	*44,220	8,396,000	1,316,700,000	44,300,000
Dependent Coverage	1950	12,340	3,650,000	Maximum Surgical Benefit 652,500,000	39,740	10,910,000	Maximum Surgical Benefit 1,688,000,000	67,900,000
	1949	7,910	1,592,000	264,800,000	*29,000	7,194,000	1,061,700,000	43,800,000
Group Medical Expense Employee Coverage	1950	5,640	1,519,000	" " " " " "	13,210	3,408,000	" " " " " "	10,100,000
	1949	2,900	538,000	" " " " " "	*8,360	1,712,000	" " " " " "	6,600,000
Dependent Coverage	1950	3,510	1,061,000	" " " " " "	6,580	2,179,000	" " " " " "	4,200,000
	1949	1,630	428,000	" " " " " "	*3,360	1,024,000	" " " " " "	2,000,000
Group Accidental Death and Dismemberment	1950	8,110	1,578,000	Principal Sum 3,276,200,000	38,430	8,073,000	Principal Sum 16,217,100,000	18,400,000
	1949	7,620	865,000	1,721,800,000	32,840	6,669,000	12,975,800,000	15,100,000

TOTAL PREMIUMS AND CONSIDERATIONS

Year	Group and Wholesale Life	Group Annuities	Group Accident and Health	Total
1950	\$559,300,000	\$674,600,000	\$628,900,000	\$1,862,800,000
1949	488,800,000	517,500,000	460,400,000	1,466,700,000
1948	458,500,000	538,400,000	385,600,000	1,382,500,000
1947	402,000,000	449,500,000	306,200,000	1,157,700,000
1946	339,800,000	346,800,000	228,700,000	915,300,000

* Revised

Master policies and certificates providing more than one coverage were counted for each kind of coverage.

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Reserve Life Buys Pyramid; Name Compton President

Control of Pyramid Life of Kansas City has been purchased by Reserve Life of Dallas and Don C. Compton, former vice-president of Combined of Chicago, is the new president of Pyramid. C. A. Sammons is president of Reserve.

Pyramid Life on Dec. 31 had assets of \$5,611,574; capital of \$210,000 and surplus of \$200,000. Insurance in force amounted to \$21,013,791, and A. & H. premium income was \$38,217. Charles M. Howell, Jr., has been the president and one of the principal stockholders.

Mr. Compton, who attended Kansas State College and the University of Chicago, started in the insurance business in 1936 as assistant to the superintendent of the personal accident department at Chicago for Hartford Accident. In 1938 he became head of the Chicago office of Provident Life & Accident. In 1946 he went with Federal Casualty of Milwaukee for a time and later that year joined Combined Mutual Casualty as vice-president in charge of the disability department. Mr. Compton is a past president of Chicago A. & H. Assn. and helped found Chicago Home Office Underwriters Round Table. He has been active in work of the International Assn. of A. & H. Underwriters.

Court Holds Status Clause Applies to Army Nurse Corps

New York Life has won a case in the United States fifth circuit court of appeals at New Orleans which is regarded as important by insurance attorneys in that it upholds the company's interpretation of the status type war clause as applying to the army nurse corps.

The company won an appeal reversing a decision of the U. S. district court for the northern district of Georgia at Atlanta.

Under the results type clause now in use the company would have been liable for the face amount of the policy.

The company issued a \$5,000 policy to Louella White, then a civilian, in March, 1944. In April of that year she became a lieutenant in the army nurse corps until her death in April, 1945.

Mother Refuses Premiums

The policy contained a war clause exclusion rider which limited benefits to the return of premiums plus interest if death occurred "outside the home area while the insured is in the military or naval forces of any country engaged in war." The beneficiary of the policy, her mother, refused the payment of the premiums plus interest and brought suit.

Death came while she was off duty and on her way to a dance with an air officer on Saipan, where she was stationed. The insured and her escort were murdered by three sailors.

The attorneys of the beneficiary contended that the army nurse corps was not a part of the "military forces" and that her membership in it did not bring her within the war exclusion. The court agreed that nurses are non-combatants, but said that they are undoubtedly constituent parts of the military forces just as chaplains, doctors, hospital corpsmen, and WACs. "The only distinction between them and other members of the military establishment is that instead of bearing arms, they aid and minister unto those who do, an auxiliary service essential to the welfare of the combat troops," the court said.

The second major contention of the beneficiary was that the company, by accepting the premiums, knowing that the insured had left the home area, had waived the limitation of the war clause.

The court said, however, that the company was willing to insure her for the full amount of the policy as long as she remained in the home area, but not when she left that area. Notwithstanding her departure, said the court, the policy still carried substantial and beneficial coverage which the insured was entitled to retain and which, so long as the premiums were paid, the company could not cancel. It pointed out that even while she was serving in the military forces in time of war within the home areas she was fully covered regardless of the cause of death and that had she permanently or intermittently returned to the home areas she would have had full coverage.

The company was represented by the law firm of Bryan, Carter, Ansley & Smith. The lawyers for the beneficiary were Lokey & Bowden and John H. Goodard, also of Atlanta.

Company Correction

The company affiliation of Dr. Joseph Travenick, Jr., was incorrectly given in the story in the June 29 issue reporting the annual meeting of the Medical Section of American Life Convention. Dr. Travenick is medical director for Occidental Life of California.

Mandamus Action Is Bankers L. & C.'s Answer to Ga. Ouster Attempt

Bankers Life & Casualty has filed a mandamus action in the state court at Atlanta as its answer to the effort of Insurance Commissioner Cravey to deny the company the right to do business in Georgia.

Cravey informed the company by telegraph that he would not renew its license, which he contended came up for renewal July 1 under a new law, despite the fact that Bankers L. & C. had renewed its license Jan. 1 under the law then in effect.

Bankers contends that the new law is unconstitutional because it provides that the commissioner can cancel a company's license without a hearing if he merely hears unfavorable reports about it. The company contends this violates the due process clause and that consequently the old law, requiring the holding of a hearing, is the only one applicable.

The case comes up in court Aug. 1. Cravey takes the position that the company's advertising was misleading. "The only thing we're guilty of is

writing more accident and health and hospitalization business in Georgia than any other company," said President John MacArthur of Bankers when asked about the case.

Cincinnati Underwriters Improvement Congress

Speakers at the mid-year sales congress of Cincinnati Underwriters Improvement Assn. included Fred W. Gusweiler, assistant superintendent of agencies Union Central; Henry Faulkner, superintendent Mammoth L. & A.; J. E. Smith, vice-president and agency director Domestic L. & A.; W. C. Buford, chairman Mammoth L. & A.; C. W. Hammel, assistant sales promotion manager The National Underwriter Co.; A. P. Bentley, vice-president and secretary Fireside Mutual, and C. J. Francis, field supervisor Dunbar Life.

Chairman and banquet speaker for the event, which is sponsored by the field men of the seven Negro life companies in Cincinnati, was Charles W. Greene, assistant agency director Atlanta Life. The congress committee chairman and luncheon master of ceremonies was D. E. McGoodwin, Mammoth L. & A.

Now in our  50th Year

AD COPY DUE...

Mr. Printer, it's time for us to write new ad copy and we're too busy.

So just set up an ad, Mr. Printer, and say that we are just winding up the first half of our Golden Jubilee year . . . counting up record-breaking results for the first six months . . . making plans for a Golden Jubilee celebration to be held in Nashville next March and attended by some 1,500 or 2,000 field men and wives . . . and getting ready for an even bigger record the last half of the year.

Write it nice and pretty, Mr. Printer, and put it in the magazine.

The NATIONAL LIFE
and ACCIDENT
Insurance Company
INCORPORATED



An Open Letter To Men Who Want A Career with a Future

Mr. Insurance Underwriter
Anytown, U. S. A.

Dear Mr. Underwriter:

Stymied--looking for a Career With A Future? You may be one of three men we are looking for to assume Agency Manager positions in three middlewestern territories with good, long established business in force.

Progressive and operating from West Virginia to California, this 61-year old mutual legal reserve company offers a full line of personal insurance--Accident, Sickness, Hospitalization, Life Group, and Special Risk coverages.

Important features of our opportunity for you to consider are:

- Liberal bonus plans for Accident & Health and Life production
- Group insurance and pension plans
- One of most liberal commission schedules
- Home Office agents' school and field refresher clinics
- Yearly convention-vacations for top producers
- Tested and proved sales promotion aids
- A claims paying record second to none

To qualify for one of these three middlewestern openings, you must have the ability to hire, train and supervise agents as well as a successful background in personal insurance selling.

Blast that stymie--look into this Career With A Future. Send us a complete record of your background, insurance experience, production, etc. All replies confidential.

We'll be looking forward to hearing from you.

Sincerely yours,

L. J. Melby
L. J. MELBY
Agency Vice President

WOODMEN ACCIDENT COMPANY
CENTRAL ASSURANCE CO.
CENTRAL LIFE INSURANCE CO.
Old Line Legal Reserve Companies—Established 1890
LINCOLN, NEBRASKA



acceptable... Pacific Mutual's

complete personal protection plans ARE acceptable—more acceptable; to the agent who takes pride in his service, and to the prospect who seeks real security. One reason—they include ACCIDENT & SICKNESS DISABILITY INCOME.

Pacific Mutual

LIFE INSURANCE COMPANY
HOME OFFICE—LOS ANGELES, CALIF.
Doing business only through General Agencies located in 40 states and the District of Columbia



CONVENTION DISCUSSION TOPIC

More Than 50 N.W. Mutual General Agents Using Conn. General Substandard Channel

More than 50 of Northwestern Mutual's general agencies have adopted a plan whereby Connecticut General underwrites substandard cases, which are not eligible for Northwestern Mutual coverage.

This arrangement was the subject of much informal discussion among general agents at the company's convention in Milwaukee this week. General agents who have adopted the plan felt that there will soon be quite a few more adopting it after hearing more about its merits from those who have already made the move.

Proponents of the plan point out that it provides an automatic channel for the agent and also give the general agent an overriding on business his agents place elsewhere because it doesn't meet Northwestern's standards. However, there is no compulsion whatever for an agent to place substandard business with Connecticut General, though his contract requires him to give Northwestern the first crack at standard business.

Difference in Views

Back of the arrangement is the fact that Northwestern Mutual is virtually the only large company that doesn't write substandard. Some of its general agents, seeing the huge and growing amount of business that is being written on a substandard basis, would like to see the company enter the field. Others are just as convinced that the company should retain its special distinction of selling standard business only.

The Connecticut General arrangement is designed to help the former

group of general agents.

Those who favor the arrangement point that with increasing emphasis on advanced programming techniques in the field, the agents are dealing more and more with buyers in the over-40 class, about one-third of whom are substandard. Big production, these general agents feel, is in the field of pension trusts, business insurance, and estate planning. They would like to retrieve as much as possible of business that Northwestern now doesn't take. This is estimated at between \$60 and \$70 million a year, a sizable amount even when compared with Northwestern's total writings of close to half a billion a year.

Matter of Duration

Those who oppose the hook-up say that it is inconsistent for agents who have been advocating the purchase of mutual insurance to turn around and urge the buyer to take nonparticipating stock company insurance. But the other side counters with the argument that it is entirely logical in view of the shorter average duration of substandard policies, since it is at the longer durations that the low net cost shows up in mutual contracts shows up.

One point that Northwestern agents have used in encouraging the purchase of non-par insurance by impaired risks is that the cost is guaranteed, whereas with participating substandard insurance future dividend payments could be affected by unusually bad experience of the class to which the insured belongs.

Mass. Mutual Life Names K. W. Perry Agencies' Director

Massachusetts Mutual has appointed Kenneth W. Perry, formerly general agent at Hartford, as director of agencies, effective Aug. 15. He will be in direct charge of field force develop-



K. W. Perry



R. J. Ardison

ment under Vice-president Charles H. Schaaff, who will now be able to devote more time to over-all agency department management responsibilities.

Robert J. Ardison has been appointed director of field service, advancing from superintendent of agencies. Working with Mr. Schaaff on sales promotion and administrative matters, he will also be in charge of conventions, production clubs, and other phases of field service which have been handled by James M. Blake, who soon will retire.

Douglass N. Ellis, Frank L. Meeske, and James R. Martin, formerly assistant superintendents of agencies, have been advanced to superintendents of agencies. Reporting to Mr. Perry, they will maintain schedules of frequent personal contacts with general agents.

The company is establishing an enlarged and integrated program of company advertising, publicity, and public relations activities, under Vice-president Chester O. Fischer. The growth of the company and plans for future de-

velopment have made it desirable that the formulation of general policies and the coordination of company procedures affecting these activities be centralized in this manner. Operations in this field will be handled by Seneca M. Gamble, advertising manager, since 1946, who will report to Mr. Fischer.

Mr. Perry will be returning to the home office after serving for five years as general agent at Hartford. He joined the company in 1929 and was an agent at Springfield, Mass., from 1931 to 1942. In 1942, he was appointed an agency assistant in the home office and a year later was made assistant director of agencies.

Ardison Syracuse Graduate

Mr. Ardison is a graduate of Syracuse University. He became an agent in 1933 and, after air corps service joined the company in 1944. He was appointed agency assistant in 1945, assistant superintendent of agencies in 1947, and superintendent of agencies in 1950.

Mr. Ellis has been with the company since 1933, and was appointed assistant superintendent of agencies in 1950, after serving as general agent at Syracuse for three years.

Both Mr. Martin and Mr. Meeske joined the company last January. Mr. Martin was manager at Rochester, N. Y., for Home Life of New York, and Mr. Meeske was assistant general agent for Aetna Life at Peoria.

Franklin Promotes Thomas

Arthur R. Thomas has been named assistant secretary of Franklin Life and will direct the activities of the home office industrial department. He is a graduate of Kemper Military Academy and attended Milliken University. Before joining Franklin in 1947, he was administrative executive in the Illinois state retail sales tax department.

Manufacturers Life has appointed Bernard R. Golda supervisor at Newark. Following service as an air force pilot, Mr. Golda started with Acacia Mutual in 1946. He became unit manager at Newark for that company last year.

Prudential Life 5 M

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Prudential Group Life Protects Over 5 Million Workers

Approximately 5,300,000 employees in the United States and Canada were covered as of July 1 by group life in Prudential. This is an all-time peak in the industry and a gain of 283% over the past five years, the company reports. It represents an increase of 360,000 employees since Jan. 1.

On the same date, the total amount of Prudential group life in force had passed the \$6 billion mark, and was \$283 million more than six months previously, an increase of 140% over five years.

Companies Announce Relief Measures for Flood Areas

Relief measures applying to the flood-stricken areas of Kansas and Missouri have been announced by several companies.

Policyholders of Pacific Mutual Life in those areas will be permitted to defer premium payments due in June or July to and including Sept. 30 without submitting evidence of insurability or otherwise jeopardizing their protection. Extended delivery limits on outstanding new business also are being arranged to assist field men of Pacific Mutual general agencies in the stricken localities.

Travelers branch office managers at St. Louis and Kansas City have been authorized to grant an extension of grace up to an additional 30 days if required.

Prudential's policy with respect to the flooded areas of Kansas, Missouri, and Illinois is that on any unpaid premium where the grace period expires during flood conditions, agents are authorized to accept premiums for 31 days beyond the conventional grace period without the formality of reinstatement. Prudential has a few mortgage properties in the flood area and here the company's general policy would apply. That policy is to cooperate with owners of the property under this kind of condition.

Krebbs Directs Western Push of Union, Arkansas

Union Life of Little Rock has appointed Roy L. Krebs regional agency director for the western division at Lubbock, Tex. Mr. Krebs has been in the business for 11 years. He was secretary of the Union Life Top Production Club for ordinary agents in 1949 and for two years in a row his Lubbock agency won the award as outstanding in the company. Mr. Krebs will be in charge of new ordinary development in west Texas, New Mexico, Colorado, western Oklahoma, Arizona and Utah. Mr. Krebs served in the navy during the recent war. He is past president of the South Plains Assn. of Life Underwriters at Lubbock.

Roy L. Krebs

Mr. Krebs will be in charge of new ordinary development in west Texas, New Mexico, Colorado, western Oklahoma, Arizona and Utah. Mr. Krebs served in the navy during the recent war. He is past president of the South Plains Assn. of Life Underwriters at Lubbock.

N. C. Insured Loan Order

RALEIGH—North Carolina banking commission has barred industrial loan agencies from requiring or accepting an insurance policy as protection on a loan from any borrower where benefits exceed the amount of the loan. The order will apply where the agency is agent for the insurance company.

The insurance commissioner has authority to regulate the cost of such insurance and to limit its amount and period of coverage.

Provident Mutual 6 Months Rose 5%

Insurance paid for by Provident Mutual Life agents during the first six months totaled \$57,781,000, an increase of 5%. Insurance in force rose to \$1,424,068,000.

Outstanding investments reached \$649,700,000 at the end of the first half. The yield for the current investments was 3.43% as against the gross return of 3.22% the year before. New investments during the period amounted to \$50 million.

NLRB Dismisses Proposal

WASHINGTON — National labor relations board has dismissed a proposal from Golden Eagle Life of Brooklyn and Insurance & Allied Workers Organizing Committee, local 1706, CIO, that it assert jurisdiction in their case. Intervening Industrial Insurance Agents Union, local 30, United Office & Professional Workers of America, contended that the board has no jurisdiction.

The board found that while the company's operations "are not unrelated to commerce, the record does not disclose that the interstate aspects of these opera-

tions are at sufficient magnitude to justify assertion of board jurisdiction."

Law Change Barring Word "National" in Title Is Largely Unnoticed

In 1948 the federal law that barred the use of the words "Federal," "United States" or "Reserve" in the title of, among other institutions, insurance companies, was amended so as also to prohibit the word "National" in such titles. This amendment passed very largely unnoticed, so much so indeed that one newly organized company at Indianapolis incorporated the name "National" in its title without being aware of this law, and the title was approved by the Indiana insurance department and Indiana securities commission which also were not posted on that amendment. This was the companion company to Citizens National Life that was known as Citizens National Casualty. The title is now being changed to Citizens United Ins. Co.

This change in 1948 probably passed unnoticed because mainly the changes that were made at that time had to do with barring the use of the name of Reconstruction Finance Corp., Federal and other federal agencies, particularly so

far as banks are concerned and barring banks from conveying an impression that they are members of the Federal Reserve Bank by false advertising, etc. The federal statute involved is title 18, sec. 709 of U. S. codes annotated. The portion of interest to insurance is that which prohibits the use of the word "National," "Federal," "United States," "Reserve" and, incidentally, "Deposit Insurance" as part of the firm name of a business entity engaged in the banking, loan, building and loan, brokerage, factorage, insurance, indemnity or savings or trust business.

Guarantee Mutual Leaders

The leading producer for 1951 of Guarantee Mutual Life is Charles W. Croley of the E. J. Knutson agency, Portland, Ore. Second is Victor de Gomez of the W. M. Liscom agency, Los Angeles.

The Knutson agency leads in paid business for the six months. Second place agency is the C. M. Leonard agency, Tulsa, Okla.

Minnesota Mutual Life has appointed Carl H. Cummings home office agency supervisor. Mr. Cummings was formerly supervisor at Roanoke, Va. He joined the Roanoke office in 1946, after army discharge.

WHY this process is *Easier* for PROVIDENT LIFE PRODUCERS

Life insurance selling is easier when you're equipped with a line of coverages which fill every life insurance need. More suspects then become prospects—and more prospects become policyholders because you are in a better position to sell the prospect what HE wants.

But that's not all. Provident Life salesmen are compensated with a liberal scale of first-year commissions, nine renewals, service fees, a non-contributory pension plan, group insurance and a persistency bonus.

It's a partnership of good plans to meet life insurance needs combined with good compensation.



FROM SUSPECT . . .



. . . TO PROSPECT



. . . TO POLICYHOLDER



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EDITORIAL COMMENT

Brokerage Deserves Some Study

The plans of Connecticut General Life to establish brokerage agencies at numerous points, which are to be separate from agencies employing full-time life insurance men, is recognition of and commentary upon the increased importance of the general insurance broker in the life insurance picture. It was not too many years ago when even in the biggest brokerage towns, Chicago and New York, the general insurance broker was not much of a producer of life insurance. Now and then the broker would place a policy on the life of one of his relatives or upon himself. Occasionally one of his clients, to whom an insurance man was an insurance man, would practically force him to write a case of life insurance. By and large the brokers stuck to the traditional lines of fire and casualty insurance which they knew. To them the technical details of the life insurance policy and the techniques of the more intensive selling which a life insurance man must do were alien and they steered clear. They were afraid of approaching many fire insurance clients for life insurance, for fear of being thought to be "high-pressure" salesmen, the reverse of which property insurance agents generally consider themselves to be. By and large, the general insurance brokers were content to leave the sale of life insurance in the hands of full-time life insurance specialists.

Gradually a few more brokers found they could sell life insurance. Some of the life agency heads saw the possibilities inherent in this business and appreciated that the general insurance broker, as a trusted representative of his property insurance clients, was in an ideal position to recommend life insurance to them. Some life insurance agencies in the big towns began to concentrate on general insurance brokerage business and on business brokered by life insurance agents of other companies. Likewise, some of the biggest property insurance agencies installed life insurance departments catering to the broker. Intensification of the prospecting by the general agents awoke more and more brokers to the possibilities of life insurance.

Brokers today are writing life insurance pretty much as a matter of course to protect their existing accounts and to round out insurance programs. It has reached a point where today in a large brokerage town such as Chicago, 30 to 40% of the life insurance business, by conservative estimate, seems to go to

the general insurance broker.

Formerly life insurance people paid very little attention to brokers. They regarded the few who came their way as unteachable as far as life insurance was concerned. Today the picture is different. In the big brokerage towns, the broker is king. The general insurance agencies and the life insurance agencies alike vie for the life insurance patronage of the general insurance broker.

Marketing life insurance through the broker has become a separate calling. Many an agency has its brokerage man, some agencies concentrate on brokerage alone. The brokerage supervisor or the agency head who specializes in brokerage has a job very different in character from that of the full-time life insurance manager or supervisor. He must make a study of what appeals to brokers, he must be able to explain life insurance to the broker. He must cultivate brokers, sometimes wine them and dine them and above all help them. The kind of overhead a full-time agent requires is dispensed with, but there are other expenses to brokerage.

Many agencies today require only that the broker bring in his leads and the brokerage staff of the agency will do the rest. To this extent, the brokerage man's operation is analogous to that of the group man. The brokerage supervisor will go out on the sales interview with the broker, present all the figures, do the work and still pay the full commission to the broker.

In order to attract this brokerage business, the life insurance people have to advertise to brokers and offer attractive merchandise, because if the broker knows nothing else, he knows which company has got something to offer. He is a sharp and discriminating customer and he demands service. However, brokers display a high degree of personal loyalty and once a brokerage supervisor has won the confidence of a broker, he usually keeps it.

The Connecticut General plan to set up autonomous brokerage agencies is not necessarily superior to plans which call for agencies with both full-time departments and brokerage departments, but, interestingly, here is company recognition that the brokerage operation is distinct from the full-time operation and that the brokerage manager requires special training. Connecticut General brokerage men from here on in will not just grow. They will be trained specifically for their specialized job.

Connecticut General is apparently going to throw its full facilities into training brokerage men and into study of the philosophy and techniques of life insurance brokerage. It is obviously a field of such importance that it could use such study.

Connecticut General is neither the first nor the only company to focus attention on the brokerage field, but relatively little has been done in the way of formal study or definite training. There are many interesting questions to be resolved. Is the separate life broker-

age agency more efficient than a mixed agency? Is marketing life brokerage by appointing the large property insurance agencies life general agents a better way? Can broker-controlled neighborhoods be better served by brokerage facilities on the outskirts of town? How does the broker fit in with the marketing philosophy of the life insurance business? What are the advantages to brokerage, the dangers?

These and many other unknown quantities are still to be measured in the potential science of brokerage.

PERSONALS

E. M. McConney, president of Bankers Life of Iowa, has been appointed by Gov. Beardsley of Iowa to a nine-member committee to study the old age and survivors insurance program for all public employees in the state. The committee will make recommendations to the 1953 legislature.

President **Horace Brower** of Occidental Life of California has been re-elected a director of Better Business Bureau of Los Angeles, and has been named a member of the executive committee.

Dix Teachenor, Jr., who is a top-notch producer of Kansas City Life, is arranging a summer schedule for fishermen who want to try their luck with the alligator gar on the White river, near St. Charles, Ark. He promises some of the most exciting sport any angler can dream of.

A. F. Schroeder, Penn Mutual, Oshkosh, Wis., has been re-elected president of the school board of Winneconne, Wis.

Dr. John R. Steele, vice-president and medical director of Volunteer State Life, was honored by officers and employees on his 40th anniversary with the company. President Cecil Woods presented him a set of luggage on behalf of the company, a pocket watch from the field men and a coffee maker from the Quarter Century Club.

OBSERVATIONS

Cost Controllers "Human"

The establishment of a planning and methods department in many companies and placing on it responsibilities for cost control, and, if possible, expense reduction, has not been without its heartaches through the rest of the companies, once such a unit has been installed.

The men who are running the planning divisions concede that they are regarded as ogres, but despite what the other departments say, these fellows say they are human. They are inclined to bewail their unpopular status and wish people would realize they are only trying to do the job they have been told to do by company top management.

Agency departments, filled as they are with enthusiastic salesmen with some-

times expensive ideas, give the planning and methods departments most of their trouble in trying to keep costs down.

"S. Hooper, Insurance"

Solomon Huber, general agent of Mutual Benefit Life in New York City, late last week had received 17 clippings from over the U. S. of a syndicated cartoon entitled "These Women." The cartoon shows a woman talking to an agent in his office. The agent has given her the policy and she says, "It is such a relief to know that something can happen to Henry now." On the door of the office is lettered the name "S. Hooper, Insurance."

Gregory d'Alessio draws the cartoon. He and Solomon Huber are friends and at one time when Mr. Huber was writing for Lone Scout magazine, d'Alessio was drawing illustrations for the Huber articles.

Mortgage Dearth Scars DPA

Officials of the Defense Production Administration are perturbed by what the chairman of the critical areas committee, Ralph R. Kaul, calls "the recent collapse of the mortgage market." In speeches at Los Angeles and elsewhere, Mr. Kaul has stated that the shortage of mortgage money is a threat to the construction of essential housing and community facilities. The production administration has been pushing for an understanding with private furnishers of mortgage money in moves to assure adequate flow of credit for housing in critical defense areas. Housing credit curbs are being relaxed in areas where housing is essential for the national defense when an area is designated "critical." Such housing is limited only to permanent quality housing located in permanent community developments and of the type generally eligible for FHA insurance.

A.L.C. Convention Schedule

The annual meeting of American Life Convention will be held at the Royal York hotel, Toronto, Oct. 9-12. Programs of the general session and the convention sections are substantially complete. They are scheduled as follows: Tuesday, Oct. 9, legal section, all day; agency section afternoon; Wednesday, Oct. 10, general session, morning; executive session, afternoon; Thursday, Oct. 11, general session, all day; Friday, Oct. 12, financial section, all day.

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DEATHS

Connecticut Mutual Life Agency Secretary Dies

Edward C. Andersen, 50, agency secretary Connecticut Mutual, died at Hartford after an illness of a month. He joined the company in 1922 and spent his entire business career there. After working in the actuarial and income agreement departments, he became agency assistant in 1929. Four years later he was made educational director in charge of education and training of agents. He was promoted to assistant superintendent of agencies in 1945 and to superintendent of agencies in 1946 with duties largely in the field of agency management. For many years he had general supervision of agencies in the western states. In 1950 he became agency secretary. He was a charter member and a past president of National Society of Sales Training Executives and had been a member of the Life Underwriters Training Committee. Mr. Andersen was born in Hartford and was graduated from Trinity College. He was chairman of the insurance division in Trinity's current fund raising campaign and took part in many Community Chest drives.

Results for First Six Months Given

	New Bus. 1951	New Bus. 1950	1951 Inc. In Force	1950 Inc. In Force
Bankers Life, Neb.	23,727,497	20,272,958	14,621,088	11,541,861
Berkshire Life	20,125,851	18,385,369	11,099,681	9,244,910
Central Life, Ia.	18,423,979	14,880,312	10,238,147	9,796,089
Colonial Life	19,819,323	17,453,262	11,912,761	9,911,904
Columbian National Life	23,426,257	19,918,382	17,553,096	12,239,519
Columbus Mutual Life	22,204,694	14,387,459	14,433,738	11,251,533
Confederation Life	63,791,941	62,140,313	682,939	44,042,343
Connecticut Mutual	126,782,000	119,700,625	83,232,758	79,110,971
Continental American	10,579,804	11,621,537	4,302,679	5,770,148
Country Life	31,245,951	27,783,437	22,403,353	20,062,328
Dominion Life	31,903,000	27,876,000	17,640,757	16,750,936
Equitable Life, Ia.	56,494,023	54,916,165	29,371,863	28,538,323
Fidelity Mutual Life	32,656,678	31,818,787	18,567,028	14,980,917
Great-West Life	161,534,384	128,701,246	114,283,737	83,095,751
Home Beneficial Life	76,249,714	71,155,735	21,834,570	17,023,166
Jefferson Standard	62,333,489	62,231,112	34,068,151	33,688,088
Knights Life	27,304,820	28,758,832	11,122,478	10,440,379
Life of Virginia	80,965,247	89,865,724	36,109,843	48,446,384
Lincoln National Life	358,722,988	298,271,609	201,762,468	147,580,948
London Life, Canada	152,388,559	128,642,421	120,893,717	97,399,067
Manhattan Life	31,770,019	20,524,201	22,131,503	12,554,296
Manufacturers Life	94,409,297	73,174,993	64,424,172	48,084,652
Monumental Life	39,177,914	38,964,451	18,914,286	17,498,040
Mutual Benefit Life	122,684,217	116,260,354	61,675,920	55,389,037
National Life, Vt.	61,738,966	56,378,745	38,750,261	35,933,799
New England Mutual	171,817,585	134,196,892	110,107,202	71,951,715
North American, Toronto	26,358,629	26,394,825	16,788,865	16,788,865
North American Reassur.	32,608,000	44,194,100	17,301,000	12,450,600
Northwestern National	54,787,328	68,159,200	30,459,953	49,658,101
Occidental, Cal.	316,391,322	286,292,946	247,586,839	219,291,082
Phoenix Mutual Life	47,930,448	51,222,435	22,781,938	24,312,114
Provident L. & A.	89,963,705	104,675,773	68,875,033	90,171,111
Reliance Life	44,041,571	47,487,590	18,324,148	20,501,327
Savings Bank Life, Mass.	16,956,378	18,424,525	16,020,145	17,692,942
Shenandoah Life	10,633,233	10,633,253	3,440,920	2,557,203
State Farm Life	43,479,934	41,847,297	25,415,000	26,287,797
Sun Life, Md.	24,013,746	22,322,759	10,935,841	9,130,034
Union Central Life	63,924,000	52,262,000	17,300,000	11,140,000
United Benefit Life	58,453,993	61,721,621	23,674,340	22,909,871

*Includes \$50 million currency devaluation. †Figures exclude \$4,457,572 group life issued on employees Jan. 1. The company writes no group life except on its employees.

ant superintendent of agencies in 1945 and to superintendent of agencies in 1946 with duties largely in the field of agency management. For many years he had general supervision of agencies in the western states. In 1950 he became agency secretary. He was a charter member and a past president of National Society of Sales Training Executives and had been a member of the Life Underwriters Training Committee. Mr. Andersen was born in Hartford and was graduated from Trinity College. He was chairman of the insurance division in Trinity's current fund raising campaign and took part in many Community Chest drives.

E. J. HARDIN, vice-president of Retail Credit Co., in charge of the eastern region, with headquarters at New York, died Monday as a result of a heart attack suffered a few days previously. Mr. Hardin was 58 years old. He had been with Retail Credit since 1922, serving at the Atlanta head office in various positions and as manager of the western division at Chicago before taking charge

in the east in 1938. He had been a director of Retail Credit since 1936.

W. WALLACE REHN, 63, former manager of claims of Provident Mutual Life, died at Philadelphia after a short illness. He had been with Provident Mutual 48 years and served as the manager of claims for 23 years. He was officially retired from that position May 1 but remained with the company in another capacity. He was one of the founders of Philadelphia Life, A. & H. Claim Assn.

JAMES E. RHODES, 2D, who was with the legal department of Travelers for 41 years before his retirement in 1947, died at his home in West Hartford. He joined Travelers in 1906 as an adjuster. He was the author of a book, "Workmen's Compensation," which is used as a textbook on the subject.

ARCHIE S. BLANKENSHIP, 60, district manager of Life of Virginia at Charlottesville, Va., died at University hospital there.

French Lick Hotel Won't Be Sold in Foreclosure

Motion of Massachusetts Mutual to dismiss a reorganization petition and thereby clear the way for the sale at auction of the famous hotel at French Lick, Ind., scene of many life insurance gatherings, was dismissed in Indianapolis federal court July 24. Massachusetts Mutual seeks foreclosure of a \$1,550,000 mortgage it holds on the \$5 million property.

In the court action, an Indianapolis bank was named trustee with instruc-

tions to attempt a plan of management reorganization which will put the hotel on a paying basis and satisfy some 200 creditors who have accounts of about \$125,000.

The hotel has been in receivership since default in mortgage payments some time ago. The reorganization order will ease the minds of several insurance conferences which have meetings scheduled at the hotel yet this year. They had feared that in event of auction, the property might be purchased by interests which would not operate it as a hotel, such as a religious order of the type which assumed ownership of the adjoining West Baden Springs Hotel a number of years ago and turned it into a school.

Estate Planning School On

A school in "Fundamentals of Estate Planning" is being held at University of Connecticut Storrs, this week with about 50 attending from various parts of the state.

The school is sponsored by Connecticut Assn. of Life Underwriters and the university's school of business administration. Those serving as lecturers and moderators include Thomas S. Morse, Phoenix Mutual, Hartford; Doris Montgomery, attorney New England Mutual, Boston; Reese H. Harris, Jr., Hartford-Connecticut Trust Co., and Samuel L. Zeigen, Provident Mutual.

Frank Gabor, president of the Gabor agency at Miami, and president of Florida A. & H. Underwriters Assn., is a candidate for the Miami city commission at the election next fall.

Let's Talk

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"As a new man in the business (1 year), I was skeptical of the claim that you had a book that would actually 'sell' life insurance, but I could see that it would be helpful to me so I ordered a copy of 'Building An Estate Under Current Economic Conditions'. The book has definitely sold one case for \$10,000 Ordinary Life (the prospect himself frankly said so), and has been instrumental in two other nice sales. Please send me 3 more copies."

IF YOU WANT THIS "SILENT SALESMAN" TO GO TO WORK FOR YOU, ORDER "BUILDING AN ESTATE UNDER CURRENT ECONOMIC CONDITIONS" TODAY.

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New Mortgage Loan Offices

Pacific Mutual has opened new mortgage loan offices at Denver and Corpus Christi, Tex., bringing the number of field offices to 17.

Manager of the Denver office will be John McCready, who is being transferred from the home office. Corpus Christi manager is Roy Everett, who has had wide experience in mortgage loan work in Texas.

E. A. Lange, Jr., Advanced

Edward A. Lange, Jr., has been appointed assistant agency director of National Bankers Life. He has been administrative assistant to James H. Perry, vice-president.

Ostrem Mortgage Loan Chief

Merwyn H. Ostrem has been named manager of the mortgage loan depart-

ment of Western States Life. He was formerly cashier and manager of Rolette State Bank, Rolette, N. D. Before that he was an accountant at Minot and was with Northern States Power Co. there.

John T. Benson Resigns

John T. Benson, agency vice-president and director of Bankers Life & Casualty, Chicago, has resigned as of July 31. He has had broad experience in advertising and finance. His future plans have not been announced.

Richard V. Goodwin, vice-president of Fireman's Fund Indemnity, with headquarters at New York, has been elected a director of Guardian Life.

The Massachusetts house has approved a bill increasing Commissioner Sullivan's salary to \$12,000.

Brooks Manages Mortgage Loans for State Mutual

State Mutual Life has named Martin C. Brooks as assistant treasurer and manager of the mortgage loan department to fill the post vacated by Charles E. Baldwin, Jr., who becomes treasurer of New York Life. The new assignments take effect on Sept. 1. Mr. Brooks was with the financial house of Bonbright & Co. in New York City from 1924 to 1931. He went with Home Title Guar-

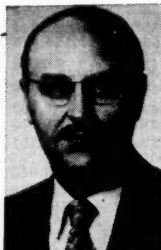


Martin C. Brooks

anty Co. in 1931. Mr. Brooks started with State Mutual in 1938 as an associate in the mortgage loan department. He transferred to the security department of the financial division in 1945 and was raised to officer status as assistant treasurer in 1946.

Rader Agency Secretary of North American, Chicago

North American Life of Chicago has appointed John H. Rader agency secretary. He succeeds R. A. Alford, who has become assistant superintendent of agencies for Protective Life of Alabama. Mr. Rader has been field agency director for Continental Assurance for two years. Prior to this he was with Charles D. Spencer & Associates, Chicago insurance publishing firm. He was for some years statistical editor for The National Underwriter Co. at Cincinnati.



John H. Rader

Wilkinson Prudential's New Western Agency Director

Harry E. Wilkinson has been appointed director of agencies in the western home office of Prudential at Los Angeles, effective Sept. 1. He succeeds Donald O. Cramer, who has been appointed head of the Mountain States agency at Denver.

Mr. Wilkinson has been manager at San Diego and has been with Prudential for 16 years. He joined the company at Kansas City in 1935, was promoted to assistant manager in 1944, and several months later was placed in charge at Tulsa, Okla. In 1949, he was promoted to manager at San Diego.

He has served as president of the Tulsa C.L.U. chapter and Tulsa Assn. of Life Underwriters and secretary of the Oklahoma association. He is now a director of the San Diego association.



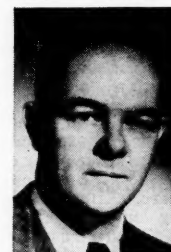
H. E. Wilkinson

Protective Life Names Two

Protective Life of Alabama has named William L. Farmer actuary, and Robert A. Alford assistant superintendent of agencies. Mr. Farmer joined the company in 1945 as an actuarial assistant, and in 1946, became chief underwriter. Mr. Alford, former agency secretary of North American Life, joined that company in 1946. He became Kansas City manager a year later. In 1949 he was appointed agency secretary and served in that capacity two and one-half years.

Farmers & Bankers Raises Two in the Home Office

Farmers & Bankers Life of Wichita has promoted Maynard Willis, educational director, to superintendent of



Homer Shaw



Maynard Willis

agencies. Homer Shaw, office service manager, has been raised to promotional and advertising director. Mr. Willis will continue to direct the agency educational program.

Elect R. B. Brown President

Russell B. Brown has been elected president of Columbus C.L.U. chapter, succeeding Gilbert Moody, Mutual Life, Dale Miller, Bankers Life of Iowa, vice-president, and Franklin T. Phillips, Columbus Mutual, secretary.

The San Diego cashiers heard the story of Retail Credit Co. from Herman Haupt, local manager.

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NEWS OF LIFE COMPANIES

Republic National's June Production Set New Record

Complete totals show that June production set a new record for Republic National Life as the field force conducted its annual sales drive honoring President Theo. P. Beasley. Revised figures totaled \$8,183,301 of life business and A. & H. premiums of \$73,204.

On a quota basis, the Rio Grande

Valley agency stood in top place, followed by Tulsa and Dallas. In actual volume, the Dallas agency was in front, with production slightly under \$1 million, exceeding any past month's production by a Republic National agency, and greater than the company's entire business for the corresponding month only a few years ago.

Leader in personal production was Bob Thomas, Rio Grande Valley agency manager, with Guyn M. Pannell of Abilene and W. H. Alley of Tulsa second and third.

Bohannon New President of Constitution Life

T. Kirk Hill has resigned as president and a director of Constitution Life. Ross Bohannon, Dallas attorney, was elected president and a member of the board.

The number of directors was increased from seven to nine. Robert Ziegler resigned from the board and the new directors chosen are M. B. Gammill and W. S. Snowden. Mayor H. McKinley remains as chairman.

Mr. Bohannon is reported to represent well-known Texas financial interests and to have purchased a large block of Constitution stock.

New England Completes Its Heaviest Six Months

New England Mutual paid-for during the first half of 1951 amounted to \$171 million, a 28% gain over 1950, the largest six month period in history. Insurance in force reached \$3,032,000,000, a gain of \$110 million since the end of 1950. The average policy issued in the first six months was \$6,107 against \$5,817 for the like period of 1950.

The rate of return on investments acquired since year-end was 3.97% as compared to 3.73% earned on new investments in the first six months of 1950. This figure did not include a 1/4 of 1% increase in earnings on \$66 million in long-term government bonds.

Mortgage loan investments totaled \$231 million, three times the amount outstanding at the end of 1945. Investment in real estate and rental housing came to \$31,500,000.

Mortality experience for the six months was favorable, but there were 28 deaths as the result of the Korean war for \$124,000 of insurance.

Franklin Life Whaley Month Production Tops \$30 Million

More than \$32 million of new sales in June were recorded in a birthday tribute paid by field men of Franklin Life to J. V. Whaley, vice-president and director of agencies.

The sales campaign, which broke all records for the month, was patterned after a golf tournament. Winners were: Medalist, leader in family income sales, E. M. Knight, Arlington, Va.; tournament champion, volume leader for the month, Keith Smith, Springfield, Ill., and the tournament runner-up, second in volume for the month, Sam Wolfe, Los Angeles.

A net gain of \$100 million of insurance in force was recorded the first six months of this year, and issued business during that period was 20% higher than in 1950. Franklin celebrated the attainment of \$1 billion of insurance in force with two agency conventions. The eastern meeting was held at White Sulphur Springs beginning July 2 and the western meeting at Sun Valley, Ida., starting July 16.

North American Life of Chicago has embarked upon a campaign to honor President Paul McNamara. The drive emphasizes A. & H. sales, and the 10 leading producers in the seven-week period ending Aug. 31 will rank as members of the president's cabinet.

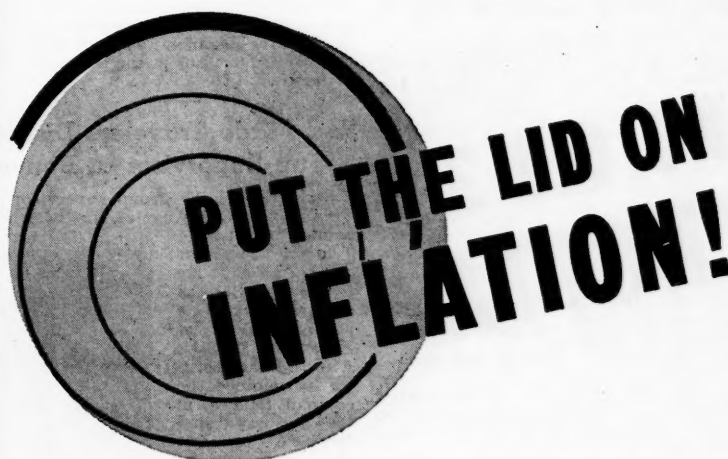


**READY
FOR
ANYTHING...**

Columbian National's multiple lines include individual and group life, accident, sickness and hospital protection.

No closed season on earnings.

**The COLUMBIAN NATIONAL
LIFE INSURANCE Company**
BOSTON 12, MASSACHUSETTS



Buying things we don't need . . . outbidding each other for scarce items, sends prices soaring and puts the value of the dollar on the skids.

Saving instead of spending is the surest, soundest way to put a lid on inflation and avoid eventual disaster. Life Underwriters are America's most potent force in the fight against inflation. Life insurance takes dollars out of the high price inflation spiral and stores them away for the day when they will be more valuable because they will be more urgently needed.

Every life insurance policy put in force today is a triple threat to inflation. 1) It cuts down needless spending; 2) It builds economic security for the future; 3) It strengthens the purchasing power of the dollar savings of the 83 million life insurance policyholders in this country today.

Great Southerners are doing their share in this fight.

GREAT SOUTHERN

Life

INSURANCE COMPANY
HOME OFFICE HOUSTON 1, TEXAS

LIFE AGENCY CHANGES

Schneider Conn. Mutual Long Beach General Agent

C. Carter Schneider has been appointed general agent of Connecticut Mutual at Long Beach, Cal. He succeeds Edward W. Chilton, who is returning to San Diego to go into personal production. Mr. Schneider joined the company in 1946 and advanced to supervisor at San Diego in 1948. He is a graduate of University of Southern California.



C. C. Schneider

A veteran of the last war, Mr. Schneider is temporarily on duty with the navy, stationed at San Diego. He expects to be released some time prior to Oct. 15.

Mellen to Be Regional Chief

John E. Mellen has been appointed manager of the new tri-state regional office of the Farm Bureau companies, which will be set up some time this fall to serve policyholders in Maryland, Delaware, District of Columbia and north-east Virginia.

With the companies 11 years, Mr. Mellen was formerly manager of the life service department. Named to assist him are Julian White, claims manager; Robert Huff, underwriting manager, and Wilfred Shanner, personnel manager.

The tri-state office is one of several regional offices projected as part of a long-range decentralization program. Where it will be located is yet to be decided. The office has been operating

as an experimental unit at the Columbus headquarters since 1949. Mr. White was formerly claims supervisor in that unit and Mr. Huff underwriting section chief. Mr. Shanner has been chief instruction supervisor in the personnel department.

Earl Made Travelers District Group Supervisor at Denver

Richard C. Earl, group supervisor of Travelers at Los Angeles, has been appointed district group supervisor at Denver. He joined Travelers as a group service representative at New York in 1941. After military service he rejoined the company there in 1946 and was transferred to Los Angeles, where he was promoted to group supervisor in 1948.



Richard C. Earl

Embry L. Riebel, group supervisor at John street, New York, has been appointed in the same capacity at Pittsburgh and Arthur L. Green has been appointed group supervisor at Des Moines.

Take Travelers Positions

Travelers has promoted David W. Erwin, field supervisor at Dallas, to assistant manager at Lubbock, Tex. Ralph D. Drew, assistant manager at Des Moines, has been transferred to Oklahoma City, and C. Elmer Reighart, Lafferty, Los Angeles; John B. Walker, assistant manager at Pittsburgh, has been transferred to Detroit.

New field supervisors are Richard J. Detroit; Robert O. Dean, Albany; Wallace R. Nordquist, Minneapolis; Dale F. Stroud, South Bend; Dayson D. DeCourcy, Portland, Me.; Richard P. Brainard, Providence, and Archie G. Hooper, San Francisco.

Pickett to Jacksonville

John H. Pickett, Jr., supervisor in the Louisville agency of Fidelity Mutual Life, has been named general agent at Jacksonville, Fla.

Mr. Pickett has been with Fidelity Mutual 14 years. He has been first vice-president of Louisville Assn. of Life Underwriters and secretary of the Kentucky C.L.U. chapter.

M. C. Burrell, who has resigned as general agent at Jacksonville, will continue with Fidelity as a personal producer.

Fagan to San Bernardino

Pacific Mutual has opened a new general agency at San Bernardino, Cal., with James J. Fagan as general agent.

Mr. Fagan, while still in his late 20's, is an experienced life insurance man. Following war service, he went with Occidental Life and later served as general agent of Capitol Life at Los Angeles.

DeConcini S. D. Supervisor

Leonard P. DeConcini has been appointed by Midland National Life as field supervisor for South Dakota. He joined North American Life & Casualty in 1943, later becoming a field supervisor with Reserve Life in the north central states.

He is a graduate of Fordham and played football there. He served as a fighter pilot and flight instructor in the Pacific.

Lehmann Wis. Manager

Carl W. Lehmann, formerly director of agency training for the Mutual Service companies, St. Paul, has been appointed Wisconsin sales manager with headquarters at St. Paul.

He is a graduate of the Purdue course and the L.I.A.M.A. school at Colorado Springs.

Culberson N. H. Manager

Guardian Life has appointed James M. Culberson state manager in New Hampshire. He will head a new Guardian agency at Portsmouth.

After graduation from Southwestern College at Memphis, he was a public school physical education director until he entered life insurance in 1948. He has been with Massachusetts Mutual.

POLICIES

Writes Up to Age 70

Connecticut General, effective immediately, will consider up to \$50,000 life insurance to persons ages 66 through 70 who qualify standard. Previously, 65 was the top age at which the company would issue life insurance. Plans which are available to this higher age group will be ordinary life, 10, 15, and 20-payment life, and endowment insurance, 10, 15 or 20-year.

New Deferred Annuity Form

A new single premium deferred annuity contract has been announced by Connecticut Mutual. Offering a flexible maturity date with a broad range of deferred periods and maturity ages, it has three liberal retirement options, including life annuity with instalment refund, life annuity without instalments certain, or life annuity with 120 instalments certain.

Income benefits may be started on any anniversary prior to maturity for a somewhat smaller income under any of the retirement options. In case of death, the premium, plus accumulated divi-

dends, is returned.

This new contract participates in annual dividends up to the time payments have become due.

The maximum amount which the company will accept under this new contract is \$150,000.

Has Decreasing Term Rider

Minnesota Mutual has introduced a decreasing term rider, as yet unnamed. Each unit of this rider provides the same benefits as the family income policy (\$10 monthly income from date of death to the end of the term period), but it is attached as a rider to any base policy (except term insurance, retroactive special and family income policies) of \$1,000 or more.

The amount of the rider may also provide that a portion (or all) of the base policy be used to increase the income and (or) that a portion (or all) of the base policy be paid in a lump sum at death. Any balance of the proceeds not required to make the stipulated payments will be used to extend the period during which the income is paid. The result is an extremely flexible, low cost programming policy.

Conducts Baseball Contest

All agencies of Guarantee Mutual Life are participating in a baseball contest for 10 weeks starting July 2. Agencies are divided into leagues and they play a double round-robin schedule within each league on a paid-for volume basis. The winners in each league will be determined by the highest percentage of games won. The winning agency in each league will receive a cash prize for an agency picnic. Each agency has been given a production quota and a cash prize will be given all agencies which exceed their quota. Personal producers have been divided into three classes and compete for individual merchandise prizes.

What they SAY Concerning PAY



"To the victor belongs the spoils."
—WM. L. MARCY, 1832

"The man who pulls the plow
Gets the plunder."
—HUEY P. LONG, 1934

"To him who sells the Policy
Goes ALL the gravy."
—J. DeWITT MILLS, 1950

Good producers in small and medium size cities are making more money than ever before, by receiving a BIGGER SHARE of the premium under our new & unusual

DIRECT CONTRACT

a complete line of

• Life • Hospitalization
• Sickness • Accident

Opportunities in Indiana, Iowa, Kentucky, Missouri and Ohio. Write to me.

(Your reply is held in confidence)

J. DeWITT MILLS
Superintendent of Agents

MUTUAL SAVINGS

Life Insurance Company

812 Olive St. — Arcade Bldg. St. Louis 1, Mo.



A Money Maker

The NON-CANCELLABLE MONTHLY INCOME DISABILITY policy is one of the unusual offerings available to Washington National representatives. Features of this money maker include the following:

- Pays up to \$200 monthly for 2 years.
- Guaranteed renewable to age 65.
- House confinement not required.
- Incontestable after 2 years.
- Cannot be ridered after issue.
- Accident Benefits from first day of disability; Sickness Benefits from first or eighth day, as selected by applicant.
- Policy is non-aggregate.
- Rates are low for top-flight coverage.

Full details about this highly salable coverage (and other commission-building plans) will be given to qualified persons who are at liberty to inquire.

WASHINGTON NATIONAL INSURANCE COMPANY

EVANSTON, ILLINOIS

H. R. KENDALL, Chairman

R. J. WETTERLUND, President

G. P. KENDALL, Secretary

MILV Bettger, delity M failure book or likewise than liv in his t agents' Mr. E. enthusia his audi but by him. A them o mically FEEL. Enthusiast into the words.

Thoug claim cr thetic em Mr. Bet dramatic be done siasm to He to player in fired bec lazy and to show chance o dashed a that he spired t streak, before, a the sport When selling s jury had

Rates \$12 mum. Lin day noon Blvd. Ind mate pay TH

Associate with pensi In Detroit firm. Pers ties, group replies co educational sponsibili Box F-95, Jackson Bl

Nation-wid facilities Forces Per tary and name of propose to Underwrite Illinois.

Unusual o college ad life insuranc self well i tractive sa Address G W. Jackson

EXPERIE WANTE

WRITE B

N. W. MUTUAL CONVENTION

Bettger Preaches Gospel of Self-Induced Enthusiasm

MILWAUKEE—The fabulous Frank Bettger, the Philadelphia agent of Fidelity Mutual who raised himself from failure to success in selling and whose book on that theme seems to be doing likewise for thousands of others, more than lived up to his advance publicity in his talk at the Northwestern Mutual agents' convention here.

Mr. Bettger's keynote is self-induced enthusiasm, which he communicates to his audience not just by talking to them but by getting them into the act with him. At the close of his talk he had them on their feet, shouting rhythmically with him, "ACT enthusiastic, FEEL enthusiastic, and you'll BE enthusiastic," and driving the right fist into the left palm on the emphasized words.

Can Prove Enthusiasm's Potency

Though he would be the first to disclaim credit for discovering that synthetic enthusiasm can soon become real, Mr. Bettger can cite experience more dramatic than most to prove what can be done by using the power of enthusiasm to gain one's objectives.

He told how as a young baseball player in Johnstown, Pa., he had been fired because the manager called him lazy and advised him in his next job to show some life. When he got a chance on the New Haven team, he dashed around with so much energy that he got over his nervousness, inspired the other players to a winning streak, felt better than he ever had before, and got himself known among the sports writers as "Pep" Bettger.

When he went into life insurance selling several years later after an injury had put him out of baseball, he

found that he was failing but begged the general agent for another chance and then put his self-generated enthusiasm to work, with the result that he has been highly successful ever since.

Mr. Bettger's success, however, is due to a lot more than enthusiasm, and he passed along some well received pointers. Among them were these:

Always praise a competing company—though not too lengthily. Compliment the prospect on the companies he's insured in—it's one of the best ways to gain his confidence.

The close may be the most important part of the sale but the approach is the most difficult. It's the sale before the sale and it must be made. It's the difference between the big producer and the mediocre one.

Tell the prospect you may be able to show him some data "at a future date" that may be valuable to him. That takes the present pressure off.

LIMITS CONFIDENCE

Explain that you can't do this job for him unless he is willing to take you into his confidence "to a certain degree." That limitation makes him willing to loosen up.

When making a written presentation, set it forth in every possible detail. Let the prospect or prospects read it and don't interrupt to explain unless asked to. It is extremely irritating to be given something to read and then have someone butt in and insist on talking.

Additional sales material from the convention will appear in next week's issue.

Separate Insurance Department Is Approved in Ala.

Governor Persons of Alabama has signed a bill setting up a separate department of insurance. Insurance has been under supervision of the state department of commerce.

The new insurance department will consist of three divisions, the bureau of insurance, the bureau of rates and the office of fire marshal. The head of the department is termed the superintendent of insurance and he also is the head of the bureau of insurance. The bureau of rates will remain under the present supervisor of rates, but answerable to the superintendent.

The superintendent will be appointed by the governor for a four-year term. All division heads and department employees are under state civil service.

Browning Asst. V.-P.

Arthur M. Browning, executive assistant in the group department at New York Life, has been advanced to assistant vice-president in the same department. He joined the company last year. He formerly was with Equitable Society.

U. S. Steel-Blue Shield Deal

Supplementing the Blue Cross deal made last year for hospital coverage on United States Steel employees, a new agreement between United States Steel subsidiaries and United Steelworkers of America under which 715,000 individuals, including dependents of employees, will be covered for surgical benefits by Blue Shield, becomes effective Aug. 1. It provides up to \$200 for surgery performed in the hospital, at home or in the doctor's office in cases of non-occupational sickness or injury.



NATIONAL QUALITY AWARD WINNERS:

HORACE R. ALLISON	WILLIAM P. HARMS	SIG OSHER
BERNARD C. ALTMAN	J. V. HARRISON	BERT R. REED
HERSCHEL M. ALTON	JOHN A. HERTVIK	H. L. RICHISON
CLIFFORD R. ANDERSON	C. W. HILL	THURMAN A. RITENOUR
ROBERT C. ANDREWS	CHARLES F. HOLLADAY	JUNIOUS ROMNEY
ANNIE C. BASS	S. MORTON HOWARD	M. L. SHIPLEY
OSCAR BECK	JOHN C. HYDE	MAX SILBERG
G. C. BOHANNON	FRANCIS J. HYNES	JAMES H. SINGLETERRY
EVANS E. BOUCHER	FRANK P. HYNES	M. R. (BOB) SMITH, JR.
DAVID H. BRIDGES	DAN G. JACKSON	FRITZ E. SOUTHWORTH
J. D. CAULFIELD	C. T. JONES	J. MAX SPANGLER
KENNETH M. COLSTON	ROBERT H. JUDD	T. GUY SPENCER
GEORGE E. COOL	ALBERT L. KLEIN	FRANCIS I. STEGER
OUIDA N. COX	C. F. KORTHANK	EDWARD H. STEPHENS
BESSIE DALE	C. J. LANNON	DIX TEACHENOR, JR.
MARY F. DALTON	CECIL L. LEDBETTER	DIX TEACHENOR, SR.
GEORGE B. DEWALD	HEINEY N. LINDLEY	C. H. THORNTON
M. W. DOUGLAS	M. J. LONG	A. H. TRAUTWEIN
FRED DUNCAN	RAY LOWRY	ROLF E. TURMO
JOHN R. EICHELBERGER	W. S. LOWRY	OSCAR UPWALL
HEDWIG L. EICHENBERG	VANCE MCKINSTRY	WALTER V. VERHILLE
BEN EPSTEIN	W. L. McPHERRIN	C. W. WEAKLY
J. G. FORTUNE	L. E. MADDEN	JOHN E. WEIS
CHARLES F. FOX	J. F. MARHEINEKE	TYLER WELTMER
W. L. FOX	LOUIS MATUSOFF	JACK B. WILLIAMS
G. EARL FREEMAN	CLARENCE C. MERRITT	W. J. WILLOUGHBY
MASUJI FUJII	RALPH P. MILLER	GEORGE B. WITHER
ROBERT J. GALLIHER	J. E. MILLIGAN	L. N. WOODS
CHARLES V. GEREN	LESTER MONTGOMERY	DICK R. WRAY
J. W. GROTEBERG	J. C. MOORE	ESTHER WRAY
STANLEY M. HALL, SR.	ZEB A. MOORE	OTTO O. ZENDELL
	F. E. NAUGHTON	

WANT ADS

Rates \$12 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline Tuesday noon in Chicago office — 175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER
Life Insurance Edition

ACTUARY

Associate or Fellow under age 40, preferably with pension experience to head actuarial unit in Detroit Office of national pension consulting firm. Permanent position, excellent opportunities, group insurance and pension benefits. All replies confidential, send full particulars of educational background, experience, family responsibility and other pertinent information to Box F-95, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

BROKERS WANTED

Nation-wide organization with very complete facilities for all insurance needs of Armed Forces Personnel desires Brokers near all military and naval establishments. Please advise name of post, base or station on which you propose to solicit. Address G-40, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

WANTED

Unusual opportunity for man 30 to 35 with college education and thorough background in life insurance. Must be able to express himself well in both written and oral forms. Attractive salary. All replies held confidential. Address G-27, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

EXPERIENCED TRANSFER MAN
WANTED IN NORTHWEST.

WRITE BOX 926, FARGO, N. DAKOTA

KANSAS CITY LIFE INSURANCE Company



**WESTERN
FAMILIES
Buy
WESTERN
INSURANCE!**

The mushrooming economic importance of the West and its rapidly growing population brings home forcefully the fact that the west is economically mature. Pacific National Life Assurance Co. is fully qualified to supply western people with every life insurance need. Greater opportunities exist in the west today and they merit your investigation.



**PACIFIC NATIONAL
LIFE ASSURANCE COMPANY**

HOME OFFICE

411 East So. Temple, Salt Lake City, Utah

"A Strong Company Building A Strong West"
RAY H. PETERSON
President
KENNETH W. CRING
Vice-Pres. & Supt. of Agencies

LEGAL RESERVE FRATERNALS

Woodmen of Omaha Advances Miller, Sims and Lundgren

Woodmen of the World of Omaha has promoted R. E. Miller, vice-president, to executive vice-president. J. R. Sims, national field manager, and Howard Lundgren, investment analyst, have been raised to vice-presidents, continuing in their present duties.



R. E. Miller

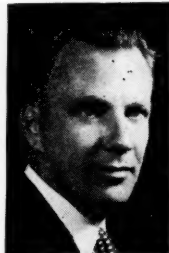
Mr. Miller has been a Woodman since 1907. As state manager he led Texas to the highest production in national membership campaigns three successive years. He became a director in 1933 and in 1938 went to Omaha as field manager. He became national treasurer in 1941. From 1938 until 1945, when he was named vice-president, Mr. Miller was engaged in organization of the field force. He has since directed the

camp activities division.

Mr. Sims joined the society in 1932, taking over as district manager at Houston in 1933. He became Illinois state manager in 1934, and in 1938 was appointed Texas state manager. He be-



J. R. Sims



Howard Lundgren

came national field manager in 1946.

Mr. Lundgren in 1928 entered the commission department, was transferred to the investment department and since has been investment analyst. He is a member of the Omaha and Nebraska bar associations.

Royal Neighbors Field Force Gathers Sept. 10-12

A conference for field workers of Royal Neighbors will be held in Davenport, Ia., Sept. 10-12. Principal speaker will be Robert W. Osler, vice-president and life editor of Rough Notes, who will appear at the banquet on Sept. 11. An attendance of more than 200 is expected at the three-day session in which state supervisors, district deputies and supreme officers will participate. The officers will lead discussions about field work.

Honor Fidelity Life Leaders

Top producers and their wives who qualified for the President's Club outing sponsored by Fidelity Life Assn., Fulton, Ill., will spend Aug. 4-11 in Colorado. The group, which will tour Denver and major scenic spots of the state, will be accompanied by Walter C. Below, president, and T. O. Hertzberg, sales manager. A record number of producers met the requirements for this year's outing. Last year the club enjoyed a trip to Quebec.

ASSOCIATIONS

New High in Kansas

Martin G. Miller, Topeka, recently renamed secretary of Kansas Assn. of Life Underwriters, reports the Kansas membership has reached a new high of 683, a gain of 31 over June 30, 1950. There are now 18 active local associations in Kansas. There was an attendance of 45, representing 15 associations at the officers training school at Emporia in spite of the Kansas flood.

Hold Va. Training School

Virginia Assn. of Life Underwriters held its leadership training school for local association officers at Lynchburg. On the program were E. B. Felty and Arthur E. Stump, Jr., Lynchburg; Paul C. Agee and E. Norred Trinkle, Roanoke; Thomas A. Teagle, Staunton, and J. Allen Patterson and Dave Brooks, Danville.

Saskatchewan Groups Unite

The Saskatchewan local associations have formed the Saskatchewan Life Underwriters Council to promote closer cooperation. T. C. Miller, president of the Moose Jaw Assn., has been named chairman of the new organization.

Birmingham, Ala.—New officers are

Charles L. McCain, New York Life, president; Herman Fischbach, Equitable Society, David Laffitte, Acacia, and Lowell Detamore, State Farm, vice-presidents; Edward Willis, Jr., Massachusetts Mutual, secretary. National quality awards were presented to 41 members and recognition was given to six members who have qualified for the Million Dollar Round Table.

Hickory, N. C.—Ervin W. Allison has been elected president; George W. Stroupe and Howard Hefner, vice-presidents; Glen Miller, secretary; John C. Baskerville, treasurer; E. L. Jones, national committeeman. Mr. Jones is immediate past president.

St. Louis—Louis A. Zimmerman, Mutual Benefit Life, has been named secretary by the directors and Gordon F. Cantelon, Great-West Life, treasurer for 1951-52. Officers elected at the annual meeting are: President, Cecil F. Montague, Equitable of Iowa; vice-president, Richard H. Bennett, General American, and Lawrence H. Stern, Penn Mutual.

Albuquerque, N. M.—National quality award certificates were presented to 19 members at a luncheon meeting sponsored by the Central New Mexico association. Commissioner Apodaca presented the awards.

John Brown, representing N.A.L.U., presented David East, Occidental Life of California, an award for his work as president. Bill Patton, Occidental, spoke on the opportunity of life men as community leaders to carry the ideals of American democracy to the people through civic work.

Utica, N. Y.—Irving L. Thurston, Northwestern Mutual Life, has been elected president; Joseph F. Loudis, Metropolitan, vice-president, and Frederick G. Allnutt, Metropolitan, secretary.

Jacksonville, Fla.—Broward County association installed as officers, Arthur T. Shugg, Union Central, president; George L. Sloan, Peninsular Life, vice-president; and Myron L. Wall, Prudential, secretary-treasurer.

Meadville, Pa.—The association has received the R. Maxwell Stevenson Trophy for distinguished service to Meadville. Melvin Knapp, past president of the association, received the award.

AGENCY NEWS

Wood Agency, Chicago, Led Lincoln Natl. First Half

The Wood agency of Lincoln National Life at Chicago led the company in paid business for the first six months of 1951 with a volume of more than \$5 million. The agency also led the company in both volume and number of group sales for the same period. The agency is leading producer of brokerage business as well as a leader in development of full-time men, having permanent possession of the Arthur Hall trophy for its record since it was started by Mr. Wood 18 years ago. There were 12 members of the agency qualified for the company sales conference in Los Angeles.

Wolff Breaks Postal Records

The Wolff agency of Postal Life in New York has compiled a six month production record unequalled in company history. Paid business for the period ending June 30 was \$2,500,000, with over \$80,000 in premiums, an increase of \$1 million in volume and \$25,000 in premiums over the same period last year. Since its inception in 1948, the agency has paid for \$8 million in new business.

Luncheon for Guy French

Guy H. French, new manager of New York Life at Newark, was tendered a luncheon there which was attended by 50 members of the agency and several home office executives.

Bagwell Lynch Agency Speaker

Paul D. Bagwell, head of the department of written and spoken English at Michigan State College, will speak at the quarterly meeting of the L. J. Lynch agency of John Hancock at Detroit July

28. He is a leader in the fight against Communism.

Robert L. Tingay of Marshall, Mich., won the agency's quarterly award for the greatest percentage of increase over the previous quarter.

Edwards Conducts Contest

The Edwards agency of Aetna Life, Chicago, will hold an outing Sept. 6-8 at Lakeside, Mich. Agents to qualify must produce \$1,500 in paid premiums and finish among the top 12 in points scored.

The Bean agency of John Hancock at Chicago was 21% ahead in paid business during the first 6 months of 1951. The agency held its annual golf tournament and dinner party.

The Miller agency of Life of Virginia, Chicago, ranked second among all agencies of the company in ordinary production during the first six months of 1951.

National Life's Mortgage Loans Exceed \$300 Million

The mortgage loan account of National Life of Vermont has just passed the \$300 million mark. The account has grown steadily the past 16 years, starting with 1934 when it totaled \$39 million. The following year the company started to make FHA loans. The account rose to \$98 million in 1939, \$168 in 1944, \$266 in 1949 and \$287 in 1950.

The bulk of the present account, approximately \$194 million, is made up of FHA loans. GI loans total about \$56 million, and the remainder of the account, approximately \$50 million, consists of conventional loans.

Viehmann Wants Check on Uninsured Employee Plans

Insurance Commissioner Viehmann of Indiana has indicated that he favors legislation enabling him to supervise uninsured welfare and pension funds in the state. The commissioner has commented that he would have asked for such a law last year from the general assembly, but he was in ill health and unable to draft one. The Indianapolis Times reports that there is considerable opposition to such a measure on the ground that there is too much governmental regulation already. The daily newspaper said that unless there is more support for state supervision of uninsured funds, statehouse observers believe Mr. Viehmann's plan would be defeated.

A LEGAL reserve fraternal life insurance society for all Lutherans. Thirty-three years old—\$318,627,809.00 in force. Mortality experience 1950 16.17%. Rate of assets to liabilities—108.54%.



Our representatives' new contract, with retirement program, has been enthusiastically received by our field force. You, too, will be interested.



Address your letter of inquiry to
THE SUPERINTENDENT OF AGENCIES

LUTHERAN BROTHERHOOD

LEGAL RESERVE LIFE INSURANCE FOR LUTHERAN

Herman L. Ekern, President
608 Second Ave. So., Minneapolis 2, Minnesota

Fidelity Scores High Where It Counts Most



Our leading producers have again reminded us that Fidelity Life scores high in:

- ✓ Training Program
- ✓ Field Supervisory Assistance
- ✓ Sales Aids
- ✓ Home Office Cooperation
- ✓ Claim Service
- ✓ Incentive Plans

FIDELITY LIFE ASSOCIATION
Home Office - Fulton, Illinois

THE UNITY LIFE & ACCIDENT INSURANCE ASSOCIATION

Insures The Whole Family

Unity agents are equipped to serve every need for personal insurance. Juvenile policies our specialty.

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President

L. J. BAYLEY
Secretary

HOME OFFICE — SYRACUSE, N. Y.

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N. W. Mutual Shows Gain First Six Months

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considerably above those of other post-war years."

Total assets of \$2,663,424,000 included bonds of \$1,885,700,000, and preferred stocks of \$45,949,000. The mortgage loan account was increased to \$532,059,000, and total real estate loans amounted to \$45,296,000. Policy loans were \$81,121,000 and cash amounted to \$19,962,255.

LOW RATES GONE

Mr. Fitzgerald expressed the hope that artificially low interest rates have disappeared for the foreseeable future. However, he cautioned that the recent sharp increase in interest rates cannot rapidly affect the over-all investment yield of the life companies, even though bonds that would have yielded 2.75% a year ago now call for 3½%.

"We have estimated that to increase the net rate of the company from 3.15% reported for 1950 to 3.3% would take six years of new investments at 3.6%, so great is the weight of old investments," he said. "At this moment we are still putting on our books many investments contracted for at rates prior to the change in rates. Despite these temporary factors, the over-all benefits are great. Our hope is that artificially low rates of interest have disappeared for the foreseeable future."

Pension Trusts Reviewed

Mr. Fitzgerald said that after 10 years in the pension trust business the company had decided to review its position and a comprehensive study was made, from which these salient conclusions emerged: The company has reached its present position by concentrating on insuring carefully selected individual lives; while it hopes to continue to write selected large cases, "our system is particularly adapted to the smaller cases"; that is what the bulk of cases have been and the company wants to operate actively in that field.

To facilitate handling pension trust business, the home office is getting up a manual of procedures that will give details of some new liberalizations, but mainly will simply catalogue present procedures. It will contain a specimen trust agreement that will permit harmonious use of Northwestern contracts.

Receipt-on-Request

The premium receipt-on-request plan is already in use in 67 agencies and the remaining 24 will change over shortly. Not more than a dozen complaints have been received at the home office and only 10% of premium payers have asked for receipts, a percentage that will probably decrease as the new system becomes more familiar.

"The savings in stationery, postage and manpower on over two million premium billings annually are mighty welcome," he said.

Mr. Fitzgerald told how the policyholder relations committee operates. This is headed by Victor Henningsen, comptroller.

Many changes have resulted from the committee's work, including the elimination of many sources of complaint, increased speed in handling of correspondence, better integration where incoming letters require information from more than one department, increased transmittal of extra copies of replies to facilitate filing and service in the field and agents' offices, more sympathetic and uniform handling of complaints, elimination or merging of many forms, and elimination of certain types of legal requirements such as affidavits. The form recently issued for requesting settlement of endowment proceeds and calling attention to tax factors is another example.

At present the committee is engaged in a comprehensive study of all practices having to do with assignments. An important benefit of the policyholder

relations program is a broader understanding throughout the home office of the work that each department is doing and a better dovetailing not only of their efforts but also with those of the field.

"After all," said Mr. Fitzgerald, "the policyholder is dealing with the company and, as we see it, he is entitled to the feeling that in doing so he is communicating with a responsible, integrated and unified institution."

Mr. Fitzgerald also summarized the results of a market survey that the company had conducted at University of Michigan.

Sales Top \$460 Million

With sales in excess of \$460 million in the 1950-51 agents' year, Northwestern Mutual had the second largest year in its history for a comparable period, according to Grant L. Hill, vice-president and director of agencies.

During the agents' year recently concluded, 26 agents of Northwestern Mutual exceeded \$1 million each in new business. In Northwestern Mutual alone, a total of 1,190 agents qualified for the company's nine production clubs, graded according to sales volume from \$100,000 up. One hundred fifty-seven agents were in the half-million-and-over groups.

For the fifth consecutive time, A. J. Ostheimer III, Philadelphia, led the entire agency force in volume of sales, with more than \$6,740,000 of insurance written on 2,203 lives. For the past 10 years, his total is \$37,660,000, on 13,459 lives.

Brown Wins "AA" Award

Royall R. Brown, Winston-Salem, N. C., Norton agency, won the "AA" award for the largest amount of net sales, as adjusted to agents' association rules. His net production of \$2,048,000 during the past year brings his total for 20 years to \$13,217,000. Since joining Northwestern Mutual in 1931, Mr. Brown has achieved almost every production honor.

The special "XX" award and the presidency of the 1951 Marathon Club for the largest net number of lives insured, again went to J. Kenneth Roberts, Princeton, Wis., now a full-time agent, with a total of 224 lives. He represents Northwestern in a city of only 1,400 population. His sales totaled \$584,000.

Honor winners by class ratings in the several production groups, based on the largest percentage of new business increase over their previous three-year rating, were: Aaron C. F. Finkbinder, Jr., Philadelphia, 80%, class A honors; Leon I. Rothschild, Los Angeles, 76%, class B; John P. Propis, Buffalo, 141%, class C; John N. Kalkas, Dayton, O., 144%, class D, and Philip S. Watson, Chicago, 231%, class E winner.

LEADS JUNIORS

In group N, junior certificates for the largest percentage of increase over their previous year's production, went to David M. Prince, Richmond, for an 81% increase to head the "gold section" and to William J. Kinnally, Milwaukee, 521%, to head the "silver section."

Continuing to lead all agents who qualified for the 4-L Club by paying for four or more lives in each of 12 consecutive months, is David E. Harris, Des Moines. He now has a record of 228 months or 19 years of continuous club membership. Runners-up are Lewis T. Stearn, Minneapolis, with 212 months; D. E. McTigue, Fort Dodge, Ia., 220 months; Israel Franklin, North Attleboro, Mass., 207 months; H. E. Hauter, Quincy, Ill., 197 months.

Members of the 1951 Marathon Club, who paid for insurance on 100 or more lives, exclusive of employee trust business, were J. K. Roberts, Princeton, Wis.; R. R. Brown, Winston-Salem,

N. C.; D. H. Lienemann, Papillion, Neb.; L. T. Stearn, Minneapolis; A. C. F. Finkbinder, Jr., Philadelphia; J. P. Propis, Buffalo; L. R. Schultz, Norristown, Pa.; C. E. Pike, Oxford, Wis., and H. R. Willis, Oakland, Cal.

The Northwestern "Big 10" agents who led their entire agency force throughout the United States are A. J. Ostheimer, III, Philadelphia; H. N. Seefurth and B. S. McGiveran, Chicago; R. R. Brown, Winston-Salem, N. C.; Sidney Weisman, Detroit; E. M. Klein, Cleveland; J. N. Meeks, Columbus, O.; Alden Smith, Nashville; Aaron Finkbinder, Jr., Philadelphia, and M. D. Mason, New York and Chicago.

Mrs. Ann S. Liston, South Bend, Ind., again was the leading woman agent of the Northwestern Mutual, with sales exceeding \$500,000. Other top women agents are Mrs. Mildred M. Lash, South Bend; Miss Virginia Wood, San Francisco; Mrs. M. A. Stumb, Chicago; Miss Sara Royall, Richmond, and Mrs. C. C. O'Brien, Milwaukee.

The district agency cup was won by Walter J. Gantner, Port Washington, Wis., who scored the largest number of points awarded on five organizational factors.

Leading the district agencies in sales volume were D. H. Tompkins, Charleston, W. Va., who set a new high of \$3,999,000 to head this group for the

eighth time in 12 years; K. L. Bragdon, Waterloo, Ia.; F. B. McTigue, Ft. Dodge, Ia.; C. K. Zug, Bethlehem, Pa.; R. W. Stockton, San Diego, Cal.; J. B. Cardiff, Racine, Wis.; G. W. Dygert, Fort Wayne, Ind.; J. A. Bellows, Jr., Tucson, Ariz.; S. S. Trotman, New Haven, Conn., and Merrill Garcelon, Memphis.

K. M. Snyder, Omaha, Neb., won the general agents' achievement cup, based on a graded point system involving nine factors. Runners-up are R. J. Dolwick, Cleveland; R. E. Werts, Akron; F. R. Horner, Madison, Wis.; J. L. Craig, Milwaukee; Jamison & Phelps, Chicago; L. J. Evans, Portland, Ore.; E. R. Dill, Poughkeepsie, N. Y.; B. A. Million, Evansville, Ind., and S. M. Burpee, Sioux City, Ia.

Jamison & Phelps, Chicago, led all agencies in volume. In dollar volume increase, Krueger & Davidson, New York, led; in percentage increase, L. J. Evans, Portland, Ore., was the top agency, and in sales per capita, Willard L. Momsen, Milwaukee.

HILL OPTIMISTIC

In his concluding talk, "More Frosting on Your Cake," Mr. Hill spelled out what some agents might do with added income from increased production, such

State Life Is on the March . . . With Production Gains Month by Month!

Eight consecutive months now . . . the growing Field Force of The State Life of Indiana has scored substantial production gains over the corresponding month a year ago. And, there are reasons!

- ★ A broad-vision agency development program under progressive leadership.
- ★ New agency contracts with real incentives.
- ★ A program of opportunity which has attracted able, ambitious Managers and Field Underwriters.
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State Life is on the march . . . and State Life Field Underwriters are scoring new gains and making personal progress.

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Indianapolis, Indiana

A Mutual Legal Reserve Company Founded 1894

as a trip with his family to Mexico City and Acapulco, to Banff and Lake Louise in Canada, or "a plane trip to Bermuda and Nassau, and back by boat to see if they are half as lovely as your friends tell you they are."

"Maybe that frosting on your cake is a new car, or a rumpus room in the basement for the youngsters, or possibly another \$1,000 to \$2,000 added to your retirement picture."

He then went on to stress the opportunities for "more frosting" by writing more juveniles, women's risks, business insurance, etc. He also gave some excellent examples of how some agents are selling a surprising amount of business these days.

Proud of Veteran Agents

In referring to the veteran Northwestern agents of 15 years or more of service, Mr. Hill said: "We are not only proud of the quality of our veteran agents, but also of the quality of their business. Do you realize that this year one out of every three received the National Quality Award? And, the record shows that \$468 million of business was involved in those awards over a two-year exposure with a persistency of 97.2% by lives and 97.6% by volume. Moreover, one of every eight full-time excellent examples of how some agents agents is a C.L.U., and one out of every 17 is a member of the Million Dollar Round Table this year."

"We are also genuinely proud of the 102 father and son combinations we have in the field. It's a great tribute to our business and our company when a father wants his son to follow in his footsteps and, more important, when the son also wants to and does."

Mr. Hill stated that the reaction to "Northwestern Mutual Notes," a bi-monthly magazine now sent by agents to policyholders, prospects and centers of influence as a business-getting and prestige-building device, has been most gratifying.

Mentions Market Study

Like Mr. Fitzgerald, Mr. Hill referred to the University of Michigan survey.

"It left no doubt about the public's warm feeling toward and confidence in the life insurance business and the life insurance agent," he said. "Of the policyholders interviewed, 71% said they felt life insurance was a good means of saving money, and 15% more said that

while there were savings involved, they thought this was subordinate to the protection element.

"Some 59% of those interviewed said that even if prices go up in the next five years or so, they would still regard life insurance as a good way to save money. Almost half of those interviewed said if they were to make more money, they would buy more life insurance."

Mr. Hill was quite bullish on the prospects of continued good life insurance sales. He stated that like most companies, the Northwestern Mutual is shooting at the bulge resulting from the Korean war situation at this time last year.

Talks based on sales ideas will be found in the "Sales Ideas" department of this issue and next week's.

Group Disability Premiums Top Life for First Time

(CONTINUED FROM PAGE 4)

have declined slightly both in number of persons covered, and in aggregate coverage. At year-end, those covered by wholesale plans numbered 292,000 and their insurance totaled \$568,000,000.

Group annuities outstanding at the start of the year covered 2,100,000 persons, with annual income of \$611,000,000 provided, mostly in fully paid-up units, to which additions will be made over the years as additional premiums are paid. The group annuity premiums totaled \$675,000,000 in 1950, more than twice the 1945 total.

Mid-Year Managers' Meet

Republic National Life held its mid-year managers conference this week with heads of 29 branch offices throughout the southwest and midwest in attendance. The three regional agency directors also were guests.

The meeting was opened by Theo. P. Beasley, president, and Clarence J. Skelton, vice-president and director of agencies. Discussions of new policy contracts and benefits, efficiency in agency management, recruiting, training and supervision, and sales and policy-owner service clinics were conducted by Lyman E. King, assistant vice-president and director of agency training, and Ralph C. Reinecke, assistant vice-president and associate director of

agencies. Louie E. Throgmorton, vice-president and director of public relations, spoke on motivation.

Most of the sessions were at a ranch 85 miles west of Dallas, with the closing day in the home office city.

78 Attend L.I.A.M.A. Chicago School; Class Elects Walsh

L.I.A.M.A.'s agency management school at Chicago for combination managers and agency officers was completed by 78 representatives of 18 companies. Problems of the district manager's job was the main fare.

Class officers elected were: President, Marshall Walsh, manager agency methods division, Prudential; vice-president, R. E. King, manager of Home Security at Charlotte, N. C.; secretary, Harold A. Meyer, district manager of John Hancock at Springfield, Ill.; treasurer, Joseph Anselmo, staff superintendent of Baltimore Life at Silver Spring, Md.; sergeant-at-arms, Ernest L. Younklin, manager of Monumental Life at Detroit.

The staff included Frederic M. Peirce, associate director, company relations; and Senior Consultants Kenneth L. Anderson, Myron E. Dean, Burkett W. Huey and Lewis F. Youngblood.

Richard R. Hoffman has resigned as manager at Louisville for Bankers Life of Iowa. He remains as a personal producer and his successor has not yet been named.

N.Y. Life's First Group Policy on World Bank

The International Bank for Reconstruction & Development, familiarly known as the World Bank, is group policyholder No. 1 in New York Life. The policy insures some 425 members of the bank staff. The effective date of the contract was July 1, the first day on which New York Life began writing group insurance.

The policy provides group life insurance and accidental death and dismemberment insurance for a face amount of approximately \$2,250,000. The first \$2,000 of coverage on all insured employees is fully paid for by the bank. Additional amounts up to \$15,000 are on a contributory basis.

Mutual Benefit Life Contract for Frosh Bunches Renewals

Mutual Benefit Life is offering new agents a compensation agreement which concentrates renewal commissions in the early years. Renewals are paid over the second to fifth policy years, inclusive, rather than the second to tenth as in the regular contract. Renewal commissions for ordinary life policies are 15%, 10%, 5% and 5%. First year commissions are unchanged. All commissions, including renewals if earned, are vested in the event of death. Termination of a full-time contract other than by death, within two contract years, results in non-vesting.

The new contract can be used only by beginning agents and must remain in effect before change to the career contract for a minimum of one contract year. Termination is automatic at the end of two years, when the agent executes the career contract. No service fees are payable or retirement plan contributions made on business under the new agents' contract, but after execution of the standard full-time contract all commissions received, whether under the new agent agreement or under the regular contract, will form a part of the pension base.

McAndless Month Winners

The R. R. Onderdonk agency at Detroit was the winner in group I and the M. S. Bennett agency of Fort Worth in group II of Lincoln National's President's Month contest in honor of President A. J. McAndless. The Newfield-Ulrich agency, Oakland, Cal., was runner-up in group I and the C. R. McAllister agency of Memphis in group II.

Leader in personal paid production for the contest was H. F. Vaughan, Jr. of Detroit, who will receive the President's Month Honor Scroll in recognition of his achievement.

Pacific Mutual Group Rally

Pacific Mutual's annual group insurance seminar was held at Ojai, Cal., with Vice-president Ralph J. Walker in charge. Home office and field men were on the program as speakers and discussion participants.

Mr. Walker announced that James B. O'Toole, manager at Philadelphia, has been made regional supervisor of all offices on the eastern seaboard.

Plays Host to Educators

A group of 50 educators from 20 states, the students and faculty of the University of Pennsylvania's financial security workshop, attended a luncheon at Metropolitan Life's home office in connection with a university-sponsored seminar designed to develop in the secondary schools a program of more effectively teaching the basic principles of personal and family money management.

Short talks were made by Charles G. Taylor, president; F. W. Ecker, executive vice-president; C. J. North, field vice-president; A. C. Campbell, group vice-president, and F. M. Smith, ordinary and industrial vice-president. Samuel Milligan, administrative vice-president, was in charge of arrangements.


Wang Named at Cleveland

Nathan Wang has been named general agent at Cleveland for Franklin Life. He entered the business 15 years ago with Metropolitan Life and in 1940 was made assistant manager. He attended City College of New York and Temple University.

Great-West Life has appointed Clifford B. Bertram manager at Brandon, Man. He has been supervisor at Winnipeg. Douglas C. Stephens has been appointed supervisor at Winnipeg.

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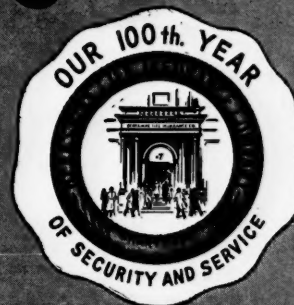
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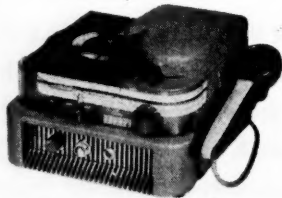
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